



Dallas

NOVEMBER • 1951

another **FEATHERLITE** structure wins national recognition

View of 300-seat theatre in new Arts Center, University of Arkansas, Fayetteville, Arkansas.
Edward D. Stone, New York, architect . . . Harclson & Mott, associate architects.
FEATHERLITE Masonry Units furnished by Arkhola Sand & Gravel Co., Ft. Smith, Arkansas.



Another interior view in Arts Center.
Note FEATHERLITE block in wall at right.

ARCHITECTURAL FORUM—The Magazine of Building devotes six pages of its September issue to a FEATHERLITE structure . . . the million dollar Arts Center of the University of Arkansas in Fayetteville. The Arts Center has qualities, says this authoritative national periodical, that "put it ahead of any recent state university work that has come to light . . . put it in a class with MIT and Harvard." Increasingly . . . not only in Dallas, not only in Texas—but throughout the Southwest . . . men who really know lightweight concrete are turning to FEATHERLITE Expanded Shale Aggregate for buildings of beauty and durability.

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One of the most impressive signs in the greater Dallas area is the gigantic Strickland Transportation Co., Inc., sign and trademark on the roof of the company building. Designed and fabricated by McMath-Axilrod the brilliantly colored, porcelain enamel sign is 80 feet long with 12-foot neon letters.

Strickland Transportation Co., Inc., was founded in 1931 by L. R. Strickland. The company offices were moved to Dallas in 1942. Employing more than 700 people Strickland operates over 5690 miles of highway in Texas, Missouri, Arkansas and Louisiana.

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Dallas PIONEERS

Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

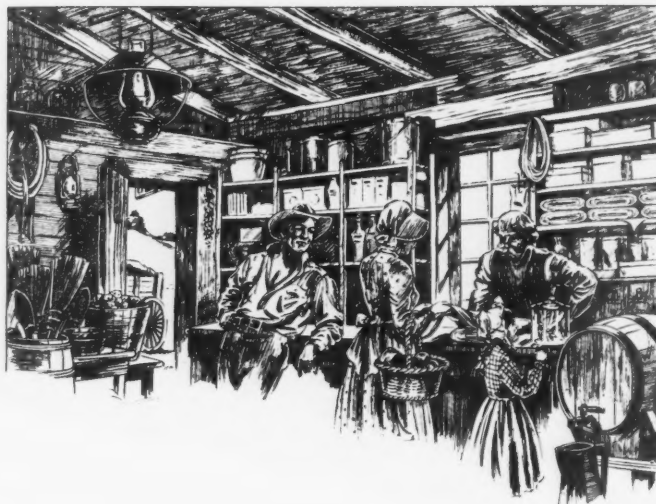
1876 Lyon-Gray Lumber
Company
Experienced Retailers of
Building Materials

1878 National Bank
of Commerce
Banking

1888 Sutton, Steele
& Steele, Inc.
Engineers and Manufacturers
Specific Gravity, Electrostatic,
and Centrifugal Separators

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 Watson
Company
Contractors and Builders



NINETY-FOUR years ago this month—November 7, 1857—the first Sanger Store opened for business in McKinney, a pioneer operation similar to that depicted in the above artist's sketch.* Earlier that year the founder, Isaac Sanger, had left New Orleans by stagecoach, the first of five brothers who were destined to enact a saga of Texas merchandising. Stores were soon added at Weatherford and Decatur and at the rail-head town of Millican in Brazos County. As the H. & T. C. began to build north, Sanger Stores were established at Bryan, Hearne, Calvert, Kosse, Bremond, Groesbeck and Corsicana. A New York office was established in 1869 and in 1872 Sangers opened a store in Dallas on Court House Square. Sanger Brothers enter a new merchandising era in their 80th year in Dallas with Henry X. Salzberger as president under their new affiliation with Federated Stores, which links this pioneer Texas name with such institutions as Filene's of Boston, Bloomingdale's of New York, Abraham and Straus of Brooklyn and other retail pioneers.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

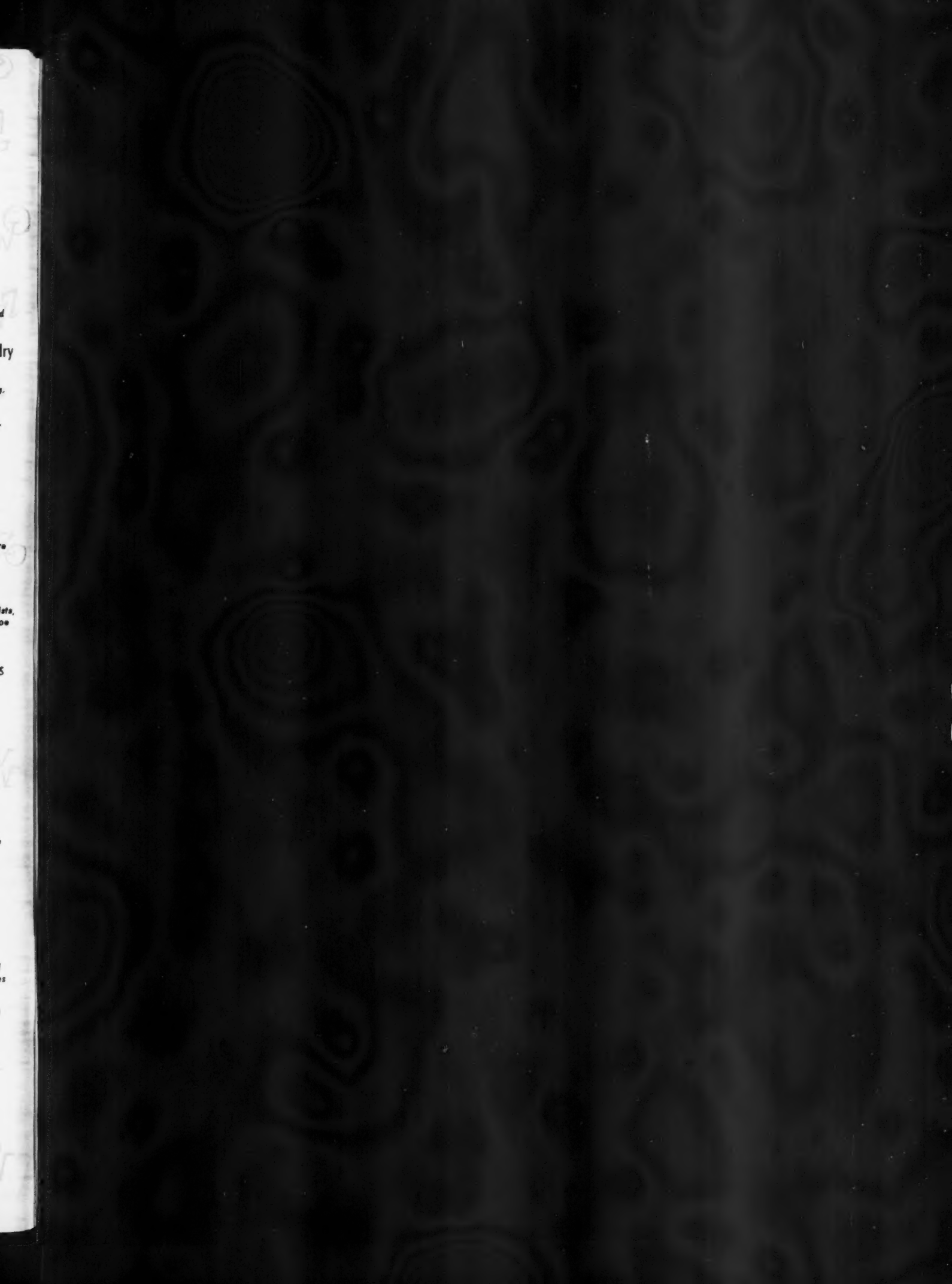
1904 T. A. Manning
& Sons
Insurance Managers
Fire—Casualty

1905 Smith's
Detective
And Nightwatch Service
Electrical Protective Service

1910 Red Bryan's
Smokehouse
Barbecued Meats

1910 Moser & Co.
Realtors
Industrial, Commercial and
Residential Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers



Dallas

November • 1951

VOLUME 30

NUMBER 11

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STATEMENT OF CONDITION

at the close of business October 10, 1951

ASSETS

| | |
|---|------------------|
| Cash on Hand and Due from Banks | \$143,420,666.35 |
| United States Securities Owned | 103,766,740.08 |
| State, County and Municipal Bonds | 10,549,915.55 |
| Stock in Federal Reserve Bank | 720,000.00 |
| Other Bonds | 41,100.00 |
| Loans and Discounts | 180,664,468.46 |
| Income Accrued | 917,116.70 |
| Letters of Credit and Acceptances | 1,571,273.90 |
| Banking House and Equipment | 3,645,779.39 |
| Other Assets | 84,342.01 |
| | <hr/> |
| | \$445,381,402.44 |

LIABILITIES

| | |
|---|------------------|
| Capital Stock | \$12,000,000.00 |
| Surplus Fund | 12,000,000.00 |
| Undivided Profits | 4,357,448.41 |
| Reserved for Contingencies | |
| Reserved for Taxes, Etc. | |
| Interest Collected not Earned | |
| Letters of Credit and Acceptances | \$ 28,357,448.41 |
| | 3,210,845.67 |
| | 3,412,564.13 |
| | 269,892.43 |
| | 1,571,273.90 |

DEPOSITS

| | |
|----------------------------|-------------------|
| Individual | \$267,428,456.58 |
| Banks | 131,542,881.79 |
| U. S. Government | 9,588,039.53 |
| | <hr/> |
| | \$ 408,559,377.90 |
| | <hr/> |
| | \$445,381,402.44 |

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FIRST NATIONAL BANK IN DALLAS

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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Gargantuan Government

THE first session of the 82nd Congress finally adjourned on October 20th, but not until it had bequeathed to its reluctant constituencies the heaviest tax burden and the biggest spending program in the peacetime history of the United States. It managed to appropriate the wholly incomprehensible sum of 96 billions of dollars for a multiplicity of purposes here and throughout the world which even the best-informed scholars of government could not enumerate, and it raised taxes to a point never before reached except during a brief period of World War II. Altogether it was quite an achievement, and the surprise of it is that most members went back home anyway after Congress adjourned. A tramp steamer to some banana republic might have been a more appealing alternative.



DALE MILLER

Congress did not adjourn until the closing days of the session produced an incredible incident which illustrated with ironical clarity how ridiculous is the extreme to which this fantastic cycle of taxing-and-spending has degenerated. When the House and Senate conferees first agreed on the provisions of a tax bill, their conference report was surprisingly rejected on the floor of the House by a coalition which no political observer had ever expected to see, a coalition of conservative Republicans and radical Democrats who teamed together for diametrically opposite reasons; the former maintained that the tax bill was too big, and the latter that it was too little. The parable of the strange bedfellows was never so eloquently told.

No one expected this incongruous coalition to muster enough votes to defeat the bill, and the astonishing result produced 24 hours of the most frantic

backstage political maneuvering that Washington has witnessed in many a year, until the conferees could make enough minor changes to save enough political faces, and then the bill managed to get through. It was a bill that had to pass, of course, disagreeable though its provisions were, because otherwise the unprecedented spending which had already been voted would have piled more billions on the staggering public debt. For the cart, as usual, had been placed before the horse.

The eventual outcome, therefore, was prosaically true to form, more money being spent and higher taxes levied; but the incident served, momentarily at any rate, to bring sharply into focus some realities about practical politics which too often aren't exposed in proper perspective. The Republicans, for instance, opposed the tax bill with thunderous denunciations of a turgid and spendthrift bureaucracy, and demanded government economy instead; yet it was well known behind the scenes in Washington that the majority of Republicans realized that under the circumstances taxes had to be raised, and their actual motive was merely to push off action on the bill until the next session, when it could prove politically embarrassing to the Democratic Administration to sponsor a heavy tax increase in a presidential election year.

The so-called liberal Democrats, on the other hand, inveighed with fatuous demagoguery against provisions in the bill which seemed suddenly to have conferred some mysterious benefits on the privileged rich and powerful, as if such a bill would be welcomed by any taxpayer, big or little; but their philippics were strictly party-line stuff. Their sanctimonious opposition did not extend to either the hope or expectation that the measure would actually be defeated, and when they abruptly found themselves in rapport with the Republicans in a successful conspiracy against their own Administration, their humiliation was some-

thing to behold. They were only too eager to accept a jot-and-tittle change in the conference report, and thus to escape in a sea of affirmative votes an ignominious association with the enemy.

If the incident served to expose the cynicism of practical politics, it was illustrative, too, of the appalling confusion and complexity into which the science of government has tragically fallen. It is not too extreme to say that the processes of government, as now tortuously conducted in Washington, have reached a plane which is beyond the comprehension of those who administer them. It is no reflection on the intelligence of a member of Congress, no matter how sincere or conscientious he may valiantly try to be, to assert that the problem is beyond his grasp. Government has become gargantuan, in size and scope, and the billions needed to gratify its voracious appetite have become virtually incalculable to the mind.

In only one appropriations bill, to take a single example, Congress voted more than eight billions of dollars just for foreign aid. This was less than a tenth of the total amount of money appropriated within the span of a few days, yet it was roughly equivalent to all the money appropriated for all the functions of the Federal Government just a dozen years ago—and those dozen years ago were when the New Dealers were riding high, in an era of unparalleled extravagance. Small wonder it is that a sense of proportion has today been practically lost. Who knows how much is nearly a hundred billions of dollars?

In any event, with the adjournment of Congress the curtain fell again on another act in a tense political drama, a drama whose motivation seems to be a developing tragedy, with the denouement yet to come. What the future holds, the future alone can reveal; but for 20 years now, through depression, war, readjustment, and orientation to a troubled world, the shadow of Big Government has grown and lengthened, falling ominously on the horizon of a free people. For with the money comes the power, and with the power, the fecund seeds of avarice, waste and regimentation. What is happening in Washington now, and what has been happening for years, is an unwholesome defection from the traditional faiths of a sound government and a free society. The roots are deep now, groping beyond the political parties and into the people themselves. And only the people can arrest the burgeoning growth of a billionaire bureaucracy.

How 1951 Expanded Dallas'

Manufacturing Strength

By Bruce Henderson

A YOUNG industrial giant capable of producing more than \$859,000,000 in manufactured goods annually — Dallas, Texas — utilized the defense-booming year of 1951 to strengthen its place among the nation's top manufacturing centers.

During the first 10 months of 1951, 13 large new manufacturing concerns started operations in the metropolitan Dallas area, pushing the total number of manufacturers to an impressive 1,653. In addition, at least 23 existing manufacturing plants announced major expansion programs. Several of them were tremendous—like the Ford Motor Company's \$4,000,000 addition to its assembly plant and \$1,000,000 new service parts depot in the Trinity Industrial District. To complete the picture, 11 firms upped production so much they had to expand warehouse facilities.

These new developments hiked per-month payrolls of the 1,653 manufacturing concerns as of October 15, 1951, to a whopping record total of \$17,228,000. Approximately 66,920 persons were employed in manufacturing in the metropolitan Dallas area—8,275 more than at October 15, 1950.

What is Dallas' "key to success" in attaining the stature of a midcontinent manufacturing center? Several observers — in Dallas and elsewhere — doubtless have asked the question. Ben H. Wooten, president of the First National Bank and president of the Dallas Manufacturers' and Wholesalers' Association has an answer.

"I believe industry is flocking to Dallas for four very good reasons," Mr. Wooten commented recently.

"First, Dallas offers excellent transportation facilities. It is centrally located, and a crossroads in all forms of transportation, highway, railroad and air."

Second, Mr. Wooten continued, is that raw materials and good labor supply are easily accessible from Dallas. "We have few labor troubles down here," he said, "and the workers are intelligent and easily taught."

"Another reason Dallas is a fertile spot for new industry lies in the fact that this

city is squarely in the center of one of the nation's biggest markets," Mr. Wooten said. "There is tremendous buying power here in the Southwest. And there are more consumers within 300 miles of Dallas than any other Southwestern city."

Mr. Wooten's fourth reason to explain why industry is attracted to Dallas was that "a healthy business climate" exists.

"The tax structure is very good. Rates are as favorable as anywhere in the nation, and property is assessed below full value. And although we have differences

of opinion in our city, county, and state governments, those governments are basically 'clean' and favorable to new business," Mr. Wooten said.

"Dallas' great industrial expansion during 1951 was enthusiastically noted November 20 at the annual banquet of the Dallas Manufacturers' and Wholesalers' Association in the Grand Ballroom of Hotel Adolphus.

Principal guest speaker at the banquet was Clarence Manion, noted author, speaker, and dean of the School of Law at Notre Dame University, South Bend,



Indiana. Author of several books, Dean Manion wrote the recent best-seller, "The Key to Peace," which has been adopted by the American Legion for distribution to high schools throughout the United States as part of the Legion's Americanism program. Dean Manion was teamed with General Douglas MacArthur as a principal speaker at a recent American Legion National Convention in Florida. He has filled several important speaking posts at conventions of the American Banker's Association, American Bar Association and Independent Petroleum Association of America.

At the banquet business leaders once again reviewed Dallas' status as the manufacturing center of Texas and the Southwest.

Metropolitan Dallas ranks first in Texas in these industries—food, textile mill products, apparel, furniture and fixtures, printing and publishing, leather and leather products, and electrical machinery. The same source rates Dallas first in the Southwest in the apparel industry, printing and publishing, leather and leather products, and electrical machinery.

In the Dallas area alone is found 55 per cent of Texas' electrical machinery production, 42 per cent of the state's apparel output, 33 per cent of its furniture and fixture industry, 27 per cent of the fabricated metal products production, and 24 per cent of the paper and allied products industry.

How much this concentrated industrial power means to Dallas and surrounding vicinity is pointed up in *The Blue Book of Southern Progress*, annual publication of the *Manufacturers' Record*. The *Blue Book* valued 1950 manufacturing output of metropolitan Dallas at \$859,000,000. Indications are that production will surpass that value in 1951.

The biggest single step forward among Dallas' 21 major manufacturing divisions was made this year by the aircraft industry. Defense contracts are pouring in and business is booming.

Six aircraft firms now hire 16,735 persons—more than any other single industry. Employment between October 15, 1950, and October 15, 1951, almost doubled. It shot up from 8,690 to 16,735. Last year aircraft employment ranked second behind that of the food and kindred products industry. But such is not the case this year, with swelled labor forces working 24-hour shifts in aircraft plants. The total estimated monthly payroll in aircraft as of October 15, 1951, hit \$5,500,000—another record over the 20 other manufacturing classifications. Employment and payroll estimates are from Dallas Office of the Texas Employment Commission.

Other members of Dallas' "Big Six" in manufacturing, based on number of employees, follow:

Food and kindred products (228 firms hiring 10,315 persons for a total monthly payroll of \$2,200,000); apparel and

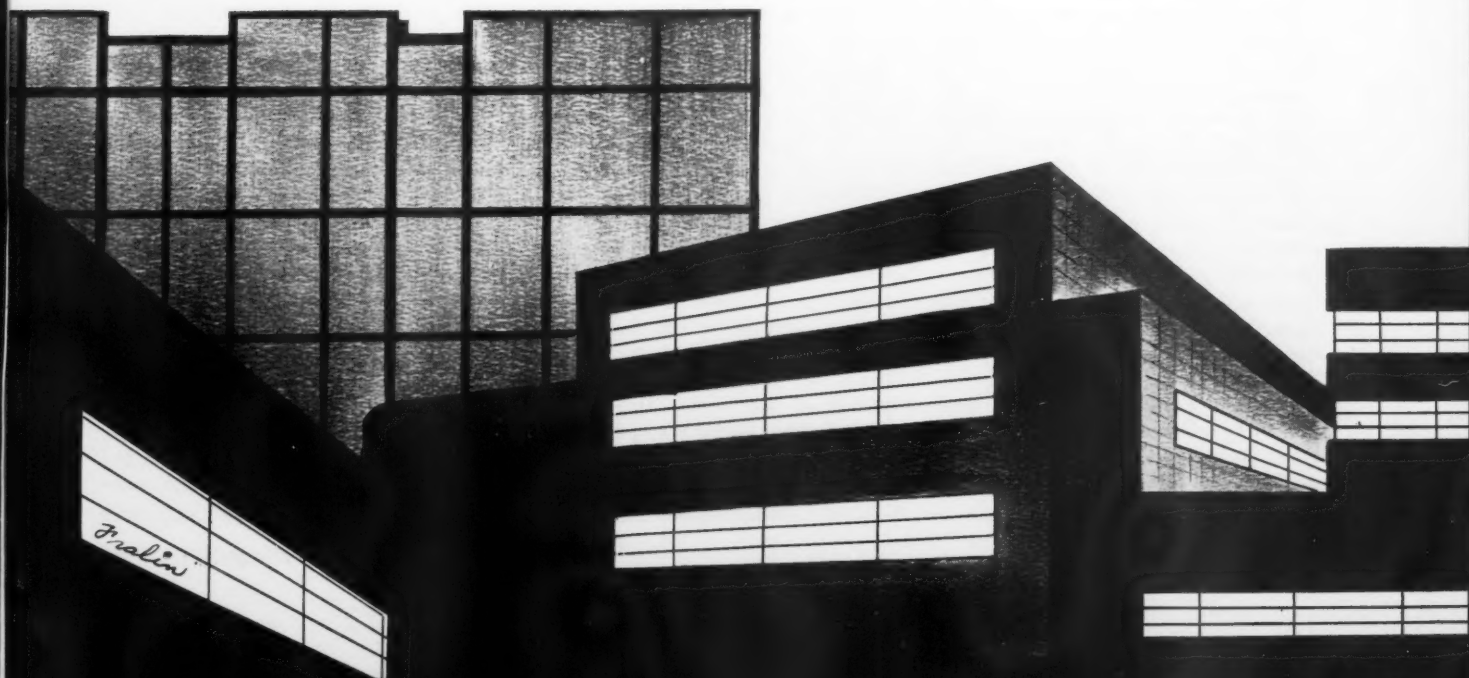
other finished products (196 firms with 7,925 employees for \$1,100,000 monthly); printing and publishing (295 firms with a personnel of 5,140 who draw \$1,550,000 monthly); non-electrical machinery (142 concerns hiring 4,685 employees with monthly payrolls of \$1,300,000); and fabricated metal products (166 firms with 3,295 workers drawing \$840,000 monthly.)

Dallas manufacturers are playing a big part in the nation's surging defense production program. Currently, 90 firms own defense contracts and employ some 19,000 workers. Aircraft production, as mentioned, leads the way.

But Dallas plants are also turning out electronic and radio equipment, shells, aircraft parts, truck bodies, field units, bomb rack assemblies, generators, army tents, ammunition cases, road equipment and tools of various types.

Government contracts and sub-contracts are evident in employment jumps from consumer goods factories to key defense industries. In addition to the mass migration to aircraft plants, almost 1,000 new persons—955 to be exact—went to work in vital electrical machinery plants in the Dallas area. Some 575 new workers joined non-electrical machinery employment, bringing the total number of workers in that industry during the year from 4,110 to 4,685. Two new ordnance and accessory plants, non-existent before 1951, put 100 persons into newly created jobs.

In all, only nine of the manufacturing divisions of the Texas Employment Commission indicated decreases in employment. Of these, the non-aircraft transportation industry (including automobile producers) showed the greatest decline—from 3,255 to 2,085, or a total of 1,170.





These decreases were probably caused by retooling by factories for defense production and changing of jobs by employes who desire to enter different defense work. At any rate, overall industrial employment was up 8,275 over last year despite the spotty decreases.

In addition to bustling defense production, another reason for Dallas' big industrial strides in 1951 was the arrival of 13 new manufacturing operations and multi-million dollar expansions of 23 others during the first 10 months of 1951.

Starting manufacturing operations here since January 1, 1951, were the American Meter Company, Budget Pack, Inc., Burton-Dixie Corporation; Collins Radio Company; Cutter Laboratories; Johnson & Johnson; Oil Well Supply Company, Ready-to-Bake Foods, Inc.; Square D Company, Trojan Foundries, United States Envelope Company, United States Furniture Corporation—and Westinghouse Electric Corporation.

Firms which have expanded their operations are the Ford Motor Company, Trinity Portland Cement Division of General Portland Cement Company, National Container Corporation of Texas, Continental Electronics Manufacturing Company, Stokely Foods, Thompson Can Company, Morton Foods, Varel Manufacturing Company, International Harvester Company, Simmons Company, Shedd-Bartush Foods, Cabell's, Padgett Printing Company, Dyo Chemical Company, Coca Cola Company, Diamond Alkali Company, Hagggar Company, Seven-Up Bottling Company of Dallas, Chalet, International Printing Ink Division of Interchemical Corporation, Oak Farm Dairies, The Dallas Uniform Cap and Emblem Manufacturing Company and General Instruments.

This gigantic expansion, pouring millions of dollars into the economy of this area, is indicative of Dallas' industrial growth in recent years.

During the 11-year period from 1940 through 1950 industrial plants added a whopping 13,700,000 square feet of manufacturing space. This does not include 1951's expansion; but this year's added industrialization may be seen, however, in skyrocketing consumption of electricity and natural gas. During the first 10 months of 1951, 25 per cent more electricity had been consumed by industrial users than during the same period in 1950. Similarly, 22 per cent more natural gas has been used this year.

Several observers have pointed out Dallas' expansion into a major manufacturing center has stemmed from its development as a jobbing center. The big, lucrative Southwestern market that prompted companies to establish sales offices and warehouses at Dallas, the market center, soon caused the firms to take the next logical step and build branch manufacturing plants in the Dallas area.

The 11 new firms which started manufacturing operations in Dallas during 1951 are typical of what is meant. The American Meter Company has leased an 11,000 square-foot building to produce orifice meters especially for the Southwestern states. Budget Pack, Inc., packagers of food, is expanded by 18,000 square feet to include packaging operations at 132 Glass Street. Burton-Dixie Corporation began manufacturing operations at 817 Corinth Street in the main building of the former Dallas Cotton Mills. Collins Radio Company began branch manufacturing operations at 1937 Irving Boulevard Building and equipment will cost over \$1,000,000,

with 75,000 square feet of floor space. Cutter laboratories began operations in May at 1501 Levee Street. Johnson and Johnson started branch manufacturing operations making surgical dressings at the start of 1951 in the old Texas Textile Mill properties, which was modernized at a cost of about \$250,000.

Oil Well Supply Company began operations in January at its 80-acre new warehouse and modification center at Garland. Floor space: 110,000 square feet. Ready-to-Bake Foods, Inc., began processing and canning biscuits in a new 17,000 square-foot building last July. Square D Company, manufacturers of electric switches, moved into a 30,000 square-foot plant in November. Trojan Foundries began operations in January at its plant at 3117 Oak Lane. They turn out brass and aluminum castings. U. S. Envelope Company moved into its new 50,000 square-foot plant in January at 10700 Harry Hines Boulevard. United States Furniture Corporation leased a 20,000-square foot building on Austin Street to manufacture chrome dinette and kitchen furniture. Westinghouse Electric Corporation, Lamp Division, started a warehousing operation in Farmers Branch with 29,000 square feet of storage space which can house 9,000,000 light bulbs.

Records show Dallas was thoroughly established as a manufacturing center before World War II, but that the war imparted to the city's industrialization its greatest impetus. Never before were so many new plants established or existing ones expanded.

Dallas stands favorably in all of these considerations. Its market, geographical position, transportation facilities, labor supply and cooperative government all must enter into any consideration.

And there are other factors, perhaps as yet unmentioned but certainly ones which bear on Dallas' industrial future. The climate for instance — generally mild, with relatively low humidity. This tends to promote year-round operations with lower labor costs because of less absenteeism. In addition, Dallas' position as a comparatively decentralized, yet not isolated, area is important for certain industries.

Also favorable to large manufacturers considering opening up in Dallas is the area's great diversity of existing firms which can be utilized to accomplish component operations.

Difficult to outline with statistics but an equally potent factor in Dallas' industrial growth has been the aggressive

"Dallas Spirit"—free of tradition and friendly by nature to new enterprises. The cooperative attitude of businessmen and government officials, combined with the forward-looking attitude by investors—who have in several instances helped provide physical facilities and capital—have doubtless impressed industrialists with this area's "healthy business climate."

Despite great industrial strides, progressive Dallas business and civic leaders are looking forward to still greener pastures. Aware of what defense production meant to the economy in World War II, last year the Dallas Manufacturers' and Wholesalers' Association, which is a division of the Dallas Chamber of Commerce, compiled a survey of Dallas' industrial potential, particularly with regard to subcontractors which could contribute to defense production through prime contractors. The armed services have indicated their desire to see prime contractors place as many subcontracts as practical with smaller manufacturers.

Although subcontract work has been concentrated generally in the aircraft industry, during the last two years contract manufacturing as well as that to supply other manufacturers with compo-

nent parts, tools and machinery is spreading over Dallas' industrial front.

This diversity and balance of Dallas' industrial economy is a self-accelerating process. The availability of firms to produce component parts locally has long been a factor in interesting large companies to launch operations in this area. On the other hand, certain firms, in such fields as adhesives, stampings, and gauges, have developed an interest in Dallas because of opportunities to supply needs of the larger organizations.

Behind the Dallas manufacturing story is a well-established trade organization. This is the Dallas Manufacturers' and Wholesalers' Association, which promotes, develops, exploits and publicizes the market.

A non-profit corporation in form, the Dallas Manufacturers' and Wholesalers' Association functions as a division of the Dallas Chamber of Commerce. It has its own membership of some 200 firms and a full-time manager, M. E. "Mark" Hannon.

Dallas and Dallas County are synonymous, in speaking of the advantages which Dallas offers manufacturers. A number of factories are located in the smaller communities of Dallas County, including

such towns as Grand Prairie, Irving, Carrollton, Farmers Branch, Richardson, Garland, Mesquite, Seagoville, Hutchins, and Lancaster. In such locations, manufacturers operate as part of the business life of Metropolitan Dallas and are accessible to most of the facilities enjoyed by plants within the city proper.

Accompanying the improving manufacturing situation has been a steady growth in the financial strength of the Dallas area. Dallas bankers are aware of the part they must play in encouraging and supporting efforts to improve the economic stability of the area. Many banks have strengthened their capital structure to permit them to serve the requirements of the area.

So Dallas industry, which put enough additional new employees to work between 1950 and 1951 to populate a small city (40,220) looks to the future. Today Dallas turns out everything from jet airplanes to potato chips, neon signs to kitchen tables, automobiles to cement and innumerable other items that are turned into the channels of national and international trade. There seems to be no end to its industrial potential. At least it is difficult to find anyone worrying about it.

MANUFACTURING ACTIVITY IN METROPOLITAN DALLAS

NOVEMBER, 1951

| INDUSTRY | Manufacturing Concerns | Employees 1951 | Employees 1950 | Change Since 1940 | Monthly Payroll 1951 |
|---|------------------------|----------------|----------------|-------------------|----------------------|
| Aircraft..... | 6 | 16,735 | 8,690 | 16,735 | \$ 5,500,000 |
| Food and kindred products..... | 228 | 10,315 | 10,150 | 5,371 | 2,200,000 |
| Apparel and other finished products..... | 196 | 7,925 | 8,050 | 3,659 | 1,100,000 |
| Printing and publishing..... | 295 | 5,140 | 4,830 | 1,894 | 1,550,000 |
| Machinery (except electrical)..... | 142 | 4,685 | 4,110 | 2,932 | 1,300,000 |
| Fabricated metal products..... | 166 | 3,295 | 3,085 | 2,327 | 840,000 |
| Furniture and fixtures..... | 109 | 2,640 | 2,780 | 1,306 | 500,000 |
| Chemicals and allied products..... | 96 | 2,140 | 2,210 | 1,094 | 630,000 |
| Electrical machinery..... | 33 | 2,100 | 1,145 | 1,500 | 600,000 |
| Transportation equipment (except aircraft)..... | 24 | 2,085 | 3,255 | 435 | 580,000 |
| Products of petroleum and coal..... | 8 | 1,890 | 2,250 | 268 | 600,000 |
| Paper and allied products..... | 26 | 1,820 | 1,715 | 926 | 470,000 |
| Stone, clay and glass products..... | 52 | 1,345 | 1,450 | 439 | 300,000 |
| Textile mill products..... | 15 | 1,300 | 1,165 | - 62 | 250,000 |
| Lumber and wood products..... | 61 | 975 | 960 | 651 | 200,000 |
| Primary metal products..... | 27 | 780 | 770 | 402 | 205,000 |
| Professional and scientific goods..... | 26 | 415 | 385 | 135 | 102,000 |
| Rubber products..... | 13 | 270 | 320 | 132 | 60,000 |
| Leather and leather products..... | 12 | 265 | 280 | 50 | 38,000 |
| Ordnance and accessories..... | 2 | 100 | 0 | 100 | 28,000 |
| Miscellaneous manufacturing..... | 116 | 700 | 1,045 | - 74 | 175,000 |
| TOTAL..... | 1,653 | 66,920 | 58,645 | 40,220 | \$17,228,000 |

Source: Texas Employment Commission
Prepared by: Industrial Department

Increase of 8,275
over past year

Three Expansions Announced On Dallas Wholesaling Scene

WAREHOUSE and wholesale merchandising facilities in Dallas are mushrooming to accommodate the great flow of manufactured goods from manufacturing firms in the Dallas industrial area.

This trend was pointed up during the past month with announcements that three major Dallas firms will expand warehouse facilities by an amount estimated at near \$11,500,000. Floor space involved is estimated at 840,000 square feet.

The biggest transaction—reported to be a multi-million dollar deal—saw J. N. Fisher, Dallas real estate operator, purchase the nine-story Butler Brothers building on South Ervay Street. Mr. Fisher has announced plans to convert the structure into a merchandising mart and office building. Expected to represent a replacement value of near \$10,000,000 after extensive remodeling and alterations are complete, the building contains approximately 670,000 square feet of space and is regarded as Dallas' largest in that respect. It is situated on property encompassing an entire city block.

Meanwhile, the B. F. Goodrich Rubber Company, of Akron, Ohio, announced it will double its warehousing and distribution facilities in the Dallas area with a new \$1,000,000 building under construction at Oak Lawn Avenue and Turtle Creek Boulevard.

And the Lamp Division of the General Electric Company is building a new warehouse and office building in the Airlawn Industrial District of Dallas. The structure will be a modern one-story brick building, and will contain 45,000 square feet of space, of which 8,000 will be devoted to office operations. The new structure is situated at 6500 Cedar Springs Avenue and will house the Dallas Service District and the Southwestern Sales District. The two districts are headed, respectively, by H. E. Lindberg and R. A. Nungesser.

The Butler Brothers building is one of Dallas' outstanding edifices. It is constructed of concrete and masonry and is of a massive design that distinguishes it as part of the city's skyline. The structure is bounded by East Ervay, Marilla, Evergreen and Young Streets. By virtue of its location, the new merchandise

mart to be housed in the Butler Brothers building will be centrally situated, only three blocks from the site of the new Statler Hotel and only four blocks from the Adolphus and Baker hotels.

Butler Brothers, a firm headquartered in Chicago, erected the building in 1910. An annex was constructed five years later. J. Frank Martino is manager of the Dallas branch. He has served the firm 30 years. Butler Brothers announced it will retain 200,000 square feet in the building under lease for several years to continue its wholesale merchandise operations.

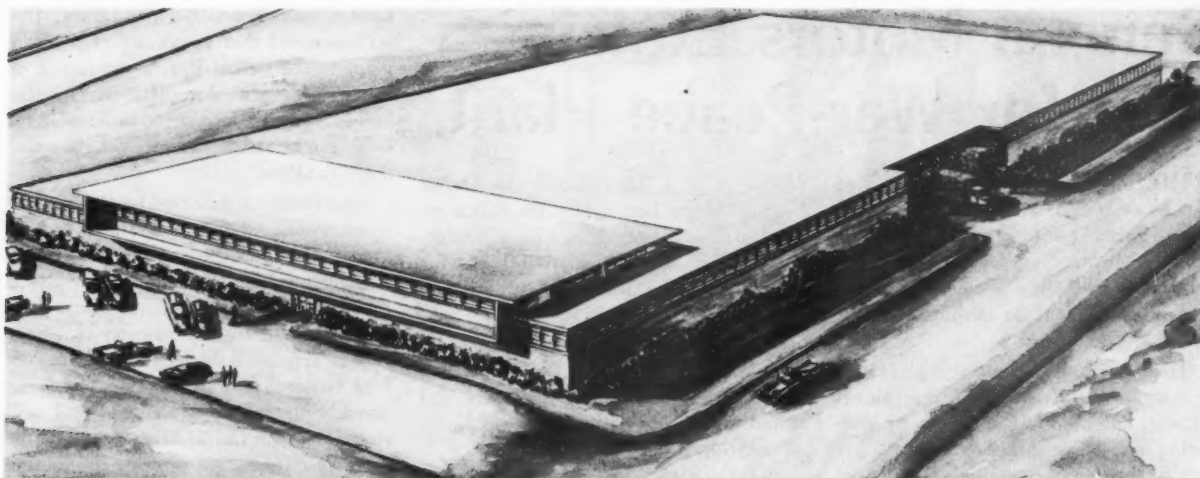
Edwin O. Wack, secretary and general attorney for Butler Brothers, and M. R. Irion of the firm of Irion, Cain, Bergman and Hickerson, attorneys representing Mr. Fisher, handled details of the purchase transaction.

Mr. Fisher explained storage and warehouse facilities are immediately available. Remodeled facilities, he added, should be ready about the first of the year. The new owner, who owns and operates numerous real estate holdings in Dallas and other Texas cities, said approximately one-third of the building will be air conditioned immediately. Additional improvements will be made as fast as government regulations will permit, Mr. Fisher said.

For ideas on inaugurating a merchandising mart in the building, Mr. Fisher is planning to visit Chicago and study

MULTI-MILLION DOLLAR PURCHASE will turn the Butler Brothers Building into a modern merchandise mart centered in downtown Dallas.





MASTER WAREHOUSE FACILITIES for the B. F. Goodrich Company are under construction on Oaklawn Avenue and Turtle Creek Boulevard.

the merchandise mart there. He is also to tour New York, Philadelphia, Boston and other eastern metropolises to discuss plans with prospective tenants in the building.

To illustrate the vast space encompassed by the proposed new merchandise mart, it has been estimated that if the floor space in the Butler Brothers building were contained in a structure erected on a 100-by-100-foot site with 10,000 square feet to the floor, the resulting structure would tower to a height of 67 stories.

James J. Newman, of Akron, Ohio, president of B. F. Goodrich, announced the Dallas warehouse and office expansion. Mr. Newman said the new building—an addition to Dallas' fast-growing Trinity Industrial District—will house the district offices and the company's principal sales division. It will also provide master warehouse facilities for serving Dallas and the entire Southwest.

The company's tire, industrial products, footwear, automotive, aviation and

government sales division in Dallas and the Southwest will be served in the 125,000 square feet to be encompassed in the new plant. Present Goodrich district headquarters are at 1215 South Lamar Street. The new building, however, will bring all departments under one roof.

Owned by Trammell Crow, Dallas real estate developer, the Goodrich warehouse is now under construction. General contractor is James Stewart and Company, and John M. Henry is superintendent of construction. Plans were drawn by the architectural section of Goodrich's store division.

Goodrich ranks as one of four leading producers of tires and rubber goods products. The company turns out more than 32,000 different rubber articles.

Shipping operations will be facilitated by truck loading docks and a Rock Island Railroad siding. H. C. Spring, manager of the real estate department of Goodrich, negotiated the long-term lease with Jack Moser, of the Moser Com-

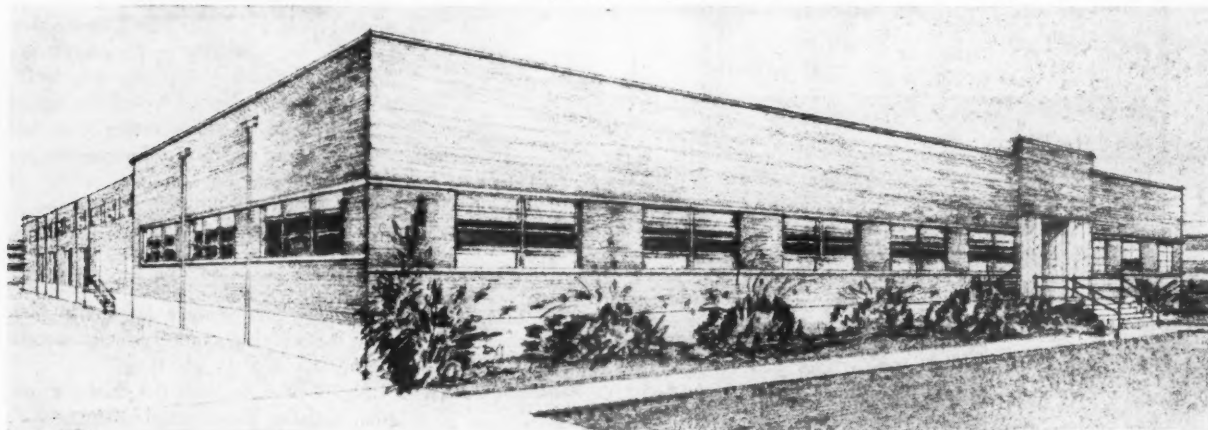
pany, Dallas real estate brokers. Prior to being promoted to his present position, Mr. Spring was associated with Goodrich's Dallas district offices for a number of years.

Storage space in General Electric's new warehouse will be enough to house millions of incandescent, fluorescent, mercury and other types of lamps.

R. A. Nungesser, manager of the Southwestern sales district, announced the new facilities will make it possible to provide improved services for customers in the Southwest, including Texas, Oklahoma, Louisiana and New Mexico. It was also pointed out much of the Lamp Division of General Electric will be devoted to serving lamp and lighting needs of the armed services and industries producing defense goods.

Contractor for the General Electric warehouse is the O'Rourke Construction Company. The building is expected to be ready for occupancy shortly after January 1, 1952.

THE LAMP DIVISION of the General Electric Company will occupy a new warehouse and office building early in 1952.



General Motors Explains Plan for War-Peace Plant

THE importance of the Dallas area as an industrial center—for war or peace—gained nation-wide attention last month when the General Motors Corporation announced it will construct a new dual-purpose plant at Arlington, near Dallas.

"Dual purpose" means the plant will be designed to produce either airplanes for war, automobiles for peace, or both during a defense preparedness period. This is a comparatively new innovation in American factory design.

G.M.'s new operation will be constructed on a 255-acre site at Arlington "as soon as possible" and is scheduled to be ready for operation early in 1953. The plant will produce Grumman-type airplanes for the United States Navy. It will also be designed to turn out Buick, Oldsmobile and Pontiac passenger cars. James E. Goodman, general manager of the Buick-Oldsmobile-Pontiac Assembly Division of General Motors, predicted employment at the new operation would eventually total 6,000 persons.

Plant design will serve a "dual purpose," in line with a preparedness program advocated by Charles E. Wilson, G.M. president, when he visited Dallas about two weeks before the official announcement of the plant's construction.

Mr. Wilson spoke in the Hotel

Adolphus to a luncheon of the Dallas Chapter of the Society for the Advancement of Management. At a press conference earlier, he outlined his reasons for inaugurating the dual-purpose manufacturing operation.

"Such a plant," Mr. Wilson said, "would provide employment in both a war economy and during peacetime and would enable the nation to avoid costly conversion and reconversion."

The Arlington plant will be G.M.'s second "dual purpose" factory to be constructed. The first such plant now is under construction in Illinois.

The layout for a combined operations plant shows the plant divided up into three sectors: one to be used solely for defense aircraft production, one only for auto production, and a third area usable for either automotive or defense manufacturing.

The site on which G.M.'s new plant will be constructed is on U. S. Highway 80, directly south of Arlington Downs race track. G.M. purchased the tract last August.

Mr. Goodman said General Motors had received a letter contract to build the Grumman planes as a prime contractor for the Navy. G.M. built nearly 13,500 Grumman bomber and fighter planes during World War II in plants at

Linden and Trenton, New Jersey. Observers noted that proximity of the new plant to the Grand Prairie operation of Chance Vought Aircraft, which also builds Navy fighter planes, indicated that G.M. might share Chance Vought's test flight facilities.

Mr. Goodman reported tooling for the plant would start immediately. This is expected to be expedited by the Navy's loaning machine tools to G.M. to avoid possible delays in acquiring the equipment through regular priority channels, it was reported. The plant will be the first General Motors manufacturing or assembling center in Texas, and will strengthen the Dallas area as one of the nation's outstanding aircraft production centers.

In Dallas Mr. Wilson indicated his company will follow a policy of buying materials from sub-contractors in this area.

Commenting on the dual-purpose plant, Mr. Wilson said, "If we must have an adequate and flexible mobilization plan for an indefinite period, we must develop ways and means for integrating capacity for the production of military material with the production facilities required for the manufacture of consumer and producer goods normal to a peacetime economy.

"We cannot afford either the time or money incidental to the acquisition of facilities for the production of military material each time a war or threat of war disturbs us.

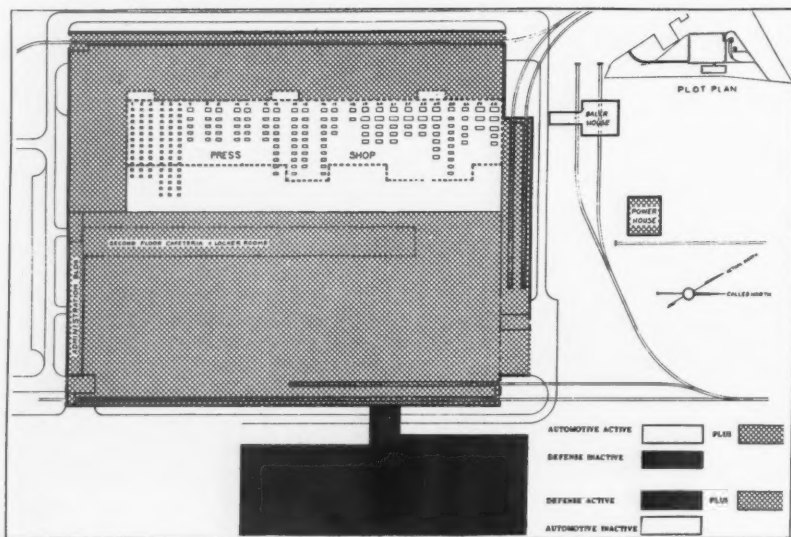
"It is essential that we also recognize that the time it takes to go to war is no longer the time it takes to train a soldier, but rather the time it takes to produce his equipment and arms.

"Furthermore, we all know that stockpiling of equipment and arms is a doubtful defense measure because of the never ceasing technical development of military equipment. Such technical developments would gradually affect production facilities but probably to no greater degree than commercial production facilities are being affected by technological progress and it is important that improved manufacturing techniques be applied to production for peace or war. If America has to fight we want the newest and most effective weapons for our fighting men.

"Obviously, we are faced with the necessity of developing some sound plan for maintaining industrial preparedness."

Mr. Wilson believes the dual-purpose plan satisfies those requirements.

LAYOUT FOR COMBINED OPERATIONS plant suggested by Charles E. Wilson, president of General Motors, is shown below. The part of the plant shown in white would be usable for automotive manufacturing only. The part indicated in black would be usable for defense production only. The cross-hatched section would be usable for either automotive or defense manufacturing.



TEMCO

means

Aircraft

engineering and production



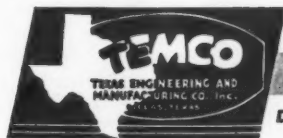
TEMCO means Aircraft, both engineering and production. Starting with a nucleus of highly trained technicians and one of the most modern facilities in the country, TEMCO has gained a reputation for craftsmanship and skilled aircraft fabrication that is recognized by the Armed Services and the nation's leading aircraft manufacturers.

In the last several months TEMCO has been selected by Boeing, Douglas, Lockheed and Martin to build major assemblies and components for their newest military airplanes.

The T-35 Buckaroo was completely designed and developed by TEMCO.

It is now being tested by the Air Force as a trainer and by the Ground Forces as a highly maneuverable support weapon.

TEMCO has the experience, TEMCO has the facilities—and TEMCO has the administration that assures their proper application to Aircraft.



Texas Engineering and Manufacturing Co., Inc.

DALLAS, TEXAS

Counting 75 Years of Afternoons

ON January 1, 1896, a smallish, determined young man of 34 moved the modest contents of his desk from the Dallas offices of Western Newspaper Union to a building immediately west of the city hall on Commerce near Akard, home of the *Daily Times Herald*.

With that action, Edwin J. Kiest became publisher of a struggling, insecure newspaper, born in controversy and torn by depression and changes of control. Today, the *Times Herald*, 75 years after the founding of its first progenitor, is one of America's soundest newspaper properties.

The story of this amazing development is told in a special Seventy-Fifth Anniversary Edition of the *Times Herald*, scheduled off the presses on November 25.

Actually, it is impossible to divorce the *Times Herald* story from that of E. J. Kiest. For 45 years this son of a Methodist minister, who could never finish school because of his family's poverty, was its heart and guiding hand. Its policies were his dreams and ideals. Its thriftiness was his nature. Its generosity was his respect for his fellow men.

The afternoon *Times* had been established by the Reverend J. A. Adams in 1876, but was soon sold to W. G. Sterett, violent anti-Prohibitionist, later to become famed for his forceful pen. The *Herald*, also an afternoon paper, was founded in 1886 by M. H. Clayton, who soon afterward sold the property to C. E. Gilbert, a red-headed crusader for temperance.

Although Sterett and Gilbert clashed

violently on the liquor question, they merged their papers into the present *Daily Times Herald* on January 1, 1888.

The association was not happy, and Gilbert bought out Sterett six months later. He then proceeded to help shape rapidly growing Dallas.

He used electricity to power *Times Herald* presses; beat the drums for immigrants; obtained telegraphic service; organized the Merchants Cotton Exchange, forerunner of the Dallas Cotton Exchange; agitated for a pure water supply.

But a critical depression period arrived, and in 1892 Gilbert asked for a receiver to take over the *Times Herald*.

J. B. Simpson was editor for a time. In 1894, control passed to J. F. Elliott and associates.

Meanwhile E. J. Kiest had come to Dallas in 1890 to manage the Western Newspaper Union branch here. His work included the giving of advice on newspaper management, and he had watched the turbulent *Times Herald* almost from the beginning.

"If I can tell other people how to run their newspapers," he reasoned, "why can't I run one?"

He talked with friends. They warned him of the pitfalls and the risk. But the hard-headed former Chicago newsboy was no stranger to struggle. His burning ambition to become a publisher would not be denied. With a few dollars and a wealth of self confidence, he took over.

Mr. Kiest knew that Dallas needed a home town newspaper, home delivered ... a warm, friendly newspaper that

would be for the people and of the people ... a newspaper that would reflect the news of Dallas and its immediate vicinity as faithfully as it served the growing merchants of the city.

He knew it would have to be a newspaper that was economically operated, because in the final accounting, since advertisers contribute so much of a newspaper's revenue, other business in Dallas would have to pay for any pretensions.

The first years were rough sledding. Every citizen can remember the tales of how E. J. Kiest had to pawn his watch to meet his payroll. How often he did is debatable, but it must have happened at least once.

At all events, the early outlook could not have been very bright because two friends, Louis Blaylock and Frank P. Holland, who had invested in Mr. Kiest's original stock company, soon joyfully accepted his proposal to buy them out. Yet it was only eight years after he acquired the *Times Herald*, that Mr. Kiest moved it to a new home, which he bought for cash. This property stretched from 1305 Elm to Pacific, and there was a building on the Elm Street side. It soon proved inadequate, and an addition fronting 75 feet on Pacific was added. Later still more space was acquired in an adjoining structure.

When the present *Times Herald* building was constructed in 1929 on Herald Square, it was again a cash transaction. The same pattern of "pay as you go" has prevailed in every major expansion of the *Times Herald* plant—from new million-dollar presses to the structure hous-

DEEP IN COPY, proofs and plans for the *Times Herald* Seventy-Fifth Anniversary Edition are Frank Langston, business editor, and Dennis Hoover, who was in charge of editing and assembling the editorial content.



CITY EDITOR Hal Lewis, seated, Assistant Managing Editor Mason Walsh and Managing Editor James F. Chambers work as a hard-hitting executive team at the *Times Herald*. Below, they discuss the anniversary edition copy.



First in Dallas

Associated Press UP—United Press
NY—International News Service
NYT—New York Times Service

THE DAILY TIMES HERALD

The Oldest Continuously Published Newspaper in Dallas, The Times, 1876; The Herald, 1886; Consolidated 1888

Home Edition

16 Pages

est—No. 298

DALLAS, TEXAS, SATURDAY EVENING, NOVEMBER 17, 1951

Price Five Cent

Allies Give Med



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DIRECTORS of the Times Herald are Tom C. Gooch, president and editor-in-chief, seated, and left to right, Clyde A. Taber, general superintendent; B. C. Jefferson, associate editor and chief editorial writer; John W. Runyon, first vice president; C. V. Upton, secretary and auditor; D. A. Greenwell, vice president and treasurer, and Allen Merriam, editor.

ing KRLD AM-FM and TV facing *The Times Herald* building across the square.

E. J. Kiest acquired a staunch friend and co-worker only five years after he bought the *Times Herald*. He was a young Texas-born art student named Tom C. Gooch, who came to the paper as a cartoonist, moved to city editor, managing editor, then editor-in-chief.

When Mr. Kiest died in 1941 his wish was that long-time executives retain control of the property. Mr. Gooch became president and editor-in-chief. Other of-

ficers are John W. Runyon, first vice president; D. A. Greenwell, vice president and treasurer; Allen Merriam, editor; Clyde A. Taber, general superintendent; and B. C. Jefferson, associate editor and chief editorial writer.

Dallas' population has increased more than 10 times since E. J. Kiest took over the *Times Herald*... the newspaper's circulation more than 70 times.

In business, the *Times Herald* has created a feeling and actuality of advertising partnership with hundreds of

Dallas firms. It was no novelty for an advertising solicitor to walk into a new store only to find that his boss had preceded him, advising the struggling young merchant not to worry about credit.

The hard-working staff likes to think of the *Times Herald* as a factory for the molding and dissemination of ideas... a workshop completely functional and without frills, dedicated to just one thing—the manufacture and distribution of a newspaper that is part of Dallas' family's living.

ADVERTISING FUNDAMENTALS are being reviewed by assistant director of advertising, Albert N. Jackson, and Sam R. Bloom, director of advertising. They agree that users must know what advertising can and cannot do.



THESE EXECUTIVES, Don Schneider, manager, general advertising; Roy McKinney, advertising manager, and R. E. Lake, classified advertising director, supervised advertising in the Seventy-Fifth Anniversary Edition.





WITH CERTIFICATES TO PROVE IT, Nashville Chamber of Commerce President W. S. Hackworth, center, instructs two new Nashville "citizens" in the rights and duties of their new position. Dallas County Judge Lew Sterrett, left, and John W. Carpenter, president of the Dallas Chamber of Commerce, received honorary Tennessee citizenship papers from the Nashville businessmen who visited Dallas.

WANTED: ONE MIRACLE

FORTY-EIGHT Nashville business and government executives came to Dallas last month looking for a miracle—the miracle of industrial growth that made "Big D" the fast growing and

progressive capital of the booming Dallas Southwest.

They found no miracle.

Instead, they took back to Nashville hard, cold facts and figures. They came

away with contracts, comparisons of methods and rates and financing, of planning, of projects built and projects building, of costs. They carried with them ideas about expressways, industrial sites, tax rates, sewer and water systems, politics and city and county government.

The men of Nashville went home with facts of astounding progress in their minds and a dream of Nashville's future greatness in their hearts.

The visitors, headed by Nashville Chamber of Commerce President W. S. Hackworth, toured Dallas and Oklahoma City in a whirlwind four-day trip through the Southwest in an effort to compare Nashville's civic development and problems to the two rapidly developing metropolitan areas.

The Nashville civic leaders started their day in Dallas as guests of the First National Bank at breakfast. From Ben H. Wooten, president of the bank, they got a typical greeting and a preview of the day's activities.

"You've heard that Texas talkers are pretty windy guys when it comes to talking about Texas," Mr. Wooten said. "We guarantee there won't be any exaggerated statements given you today, but you'll get some of the dandiest facts you ever heard in your life."

The facts poured out thick and fast as the Nashville executives were conducted on a two-hour tour of Dallas by chartered bus. The Nashvillians saw Dallas' famed Trinity Industrial District, which has attracted 155 manufacturing and distribution industries to the area in six years. They saw Dallas' \$6,000,000 sew-

A BREAKFAST for the Nashville business executives was given by the First National Bank in Dallas. Hosts for the affair were John Kettle, First National vice president, and Ben H. Wooten, president of First National, standing in background. The breakfast preceded a two-hour bus tour of Dallas.

DALLAS AND NASHVILLE BANKERS discussed high finance at First National's breakfast. Standing, left to right, are Ben H. Wooten, Thomas Hobbs, H. G. Hill, Jr., and Parkes Armistead. At the table are Nathan Adams, S. M. Fleming and William C. Weaver, Jr.





CONFERENCE PLANS were inspected by J. Ben Critz, left, vice president and general manager of the Dallas Chamber, and R. B. Beal, vice president and general manager of the Nashville Chamber.



INCREASED USE of natural gas in Dallas was discussed by Stewart Mitchell, W. H. Ligon, president of the Nashville Gas Company, and David Robertson, left to right.



FACTS AND FIGURES were given the Nashville group by Thomas W. Finney, manager of the Chamber's industrial department, at the open forum question and answer period.

age disposal system, which is now in process of extensive additions. And they saw the huge Cotton Bowl in the Texas State Fairgrounds, wide expressways already constructed and being built, and complete suburban shopping centers (Dallas has 40 such areas) where you can buy everything from a toothbrush to an automobile.

Following the bus tour the Tennesseans were joined by John W. Carpenter, president of the Dallas Chamber; Mayor J. B. Adoue, Jr.; directors of the Chamber and other government and business leaders at a luncheon at the Baker Hotel. There, the Nashville visitors were made "Temporary Texans" with certificates to prove the honor.

An open forum question and answer period after the luncheon was held in the

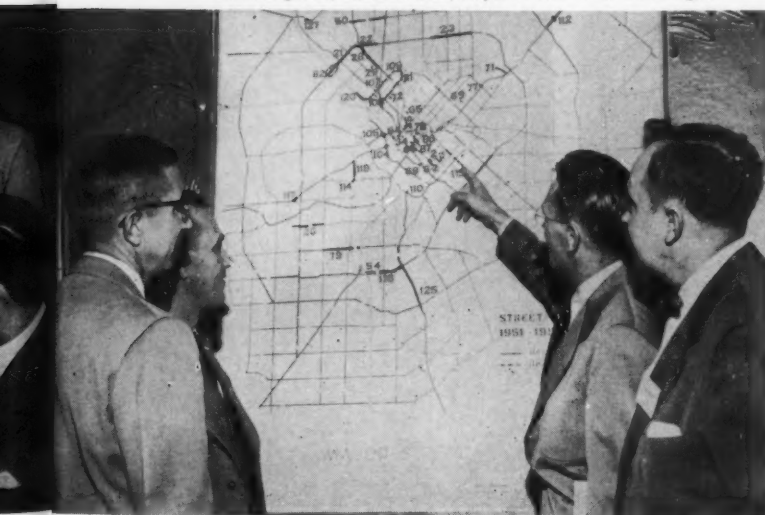
Baker's Lounge Room. Dallas city and county government officials and officers of the Dallas Chamber of Commerce were on hand to answer the questions of the Nashville group.

Members of the forum panel included Mayor Adoue; W. L. Lew Sterrett, county judge; Charles C. Ford, city manager; Lloyd M. Braff, traffic control engineer; Frank Cawthon, district engineer, Texas State Highway Department; William P. Dahl, industrial agent, The Gulf Colorado and Santa Fe Railway Company, Galveston; W. C. Higginbotham, Texas and Pacific Railway Company; Karl Hoefle, water works superintendent; L. B. Houston, director of parks and recreation; R. E. Killmer, engineer-manager, Dallas Urban Expressways; J. W. Monk, public utilities supervisor; Henry B.

Pixley, National Industries Corporation; J. G. Rollins, director of public works; John M. Stemmons and L. Storey Stemmons, developers of Trinity Industrial District; Marvin R. Springer, city plan engineer; Robert F. Temple, assistant director of finance; H. Gifford Till, Missouri-Kansas-Texas Railroad; Carl C. Weischel, developer of Airlawn Industrial Area; and J. D. Whitman, Santa Fe Railway Company.

Chamber of Commerce officials who participated in the open forum were headed by John W. Carpenter, president. Chamber staff members included Thomas W. Finney, manager of the industrial department; David R. Robertson and Stewart F. Mitchell, industrial department assistants; and Tom E. Huffman, manager of the highway department.

HIGHWAY PROJECTS underway in Dallas County were discussed by Charles C. Ford, Dallas city manager; William A. Pitts, director of the Nashville City-County Planning Commission; Lloyd M. Braff, Dallas traffic control engineer, and Ben West, mayor of Nashville, left to right.



A FASHION SHOW was presented by Neiman-Marcus for the Nashville visitors. In the picture are H. Sanders Anglea, vice mayor of Nashville; Model Eva Berbery; Thomas W. Finney, the Dallas Chamber's industrial department manager, and Daniel D. Dale of the Nashville Chamber.

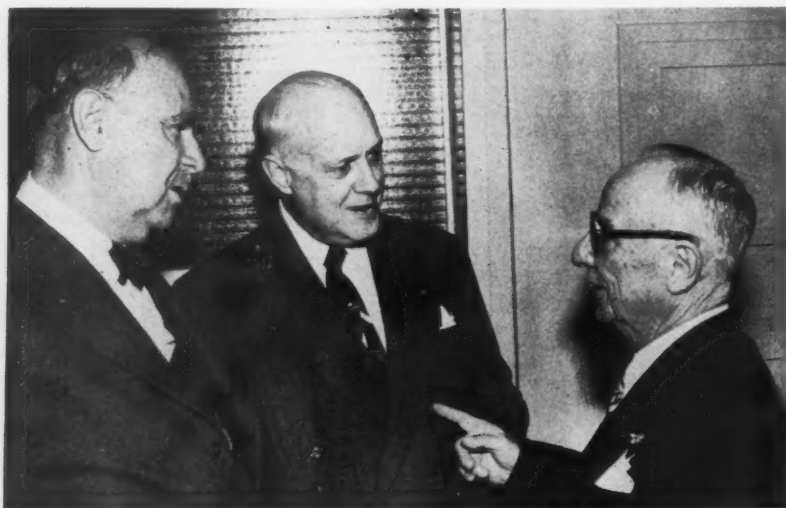




PRESIDENT AND FOUNDER of the City Club, T. E. Jackson, center, stands beneath his portrait in the club's new quarters in the Hotel Adolphus. Beside him are Clyde L. Stewart, left, and Jack B. O'Hara, both vice presidents. The informal discussion took place shortly before the dinner honoring Mr. Jackson.



STORIES ABOUT THE HONOREE are told by R. L. Thornton, above, and Tom C. Gooch, below. From left to right at top are Ted Robinson, Allen Merriam, Mr. Thornton, and Robert L. Clark. In the lower picture, discussing Mr. Jackson are Summerfield Roberts, John A. Erhard and Mr. Gooch. All are members of the City Club and were present for the dinner honoring the former president of the Dallas Chamber of Commerce.



City Club To Founder

By Joe Hughes

THOMAS ELBERT JACKSON, a pace-setter among Dallas' top civic and business leaders, was paid high tribute this month by members of the City Club, an organization which he founded ten years ago.

The Southwestern manager of Pittsburgh Plate Glass Company was honored at a dinner in the City Club's new quarters in the Hotel Adolphus. Non-resident members of the club—some from as far away as California—were present for the salute to Mr. Jackson.

In praising Mr. Jackson, a former president of The Dallas Chamber of Commerce, his good friend and attorney, Rosser J. Coke declared:

"Dallas, Texas and the nation are all beneficiaries of T. E. Jackson's accomplishments. His conduct in business is an example for others to follow and admire. He is inherently honest, fair and loyal to his friends as well as to his enemies."

Tom C. Gooch, a director of the City Club, also lauded Mr. Jackson.

"We have been comrades for 50 years," Mr. Gooch said. "Since I first met him, I have known Mr. Jackson as a fighter

TOP CIVIC LEADERS recall stories about Mr. Jackson. From left to right are Woodall Rodgers, Dudley K. Woodward, Jr., and Edgar L. Flippen. The men honored their president on his tenth year in office.



b Pays Tribute er T. E. Jackson

for the better interests of Dallas. I consider it one of the greatest distinctions of my life to pay tribute here to this noble citizen."

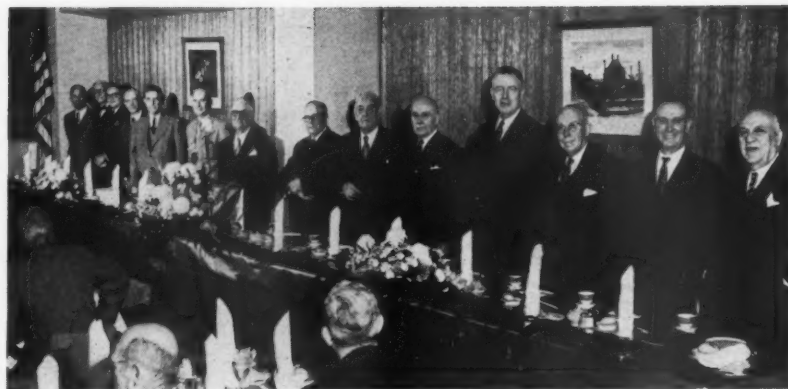
Besides serving as president of the City Club, Mr. Jackson is currently head of the Dallas Citizens' Council. He was president of the Chamber of Commerce from 1918 through 1920. He was president of the State Fair of Texas from 1929 through 1931. Mr. Jackson also helped found and served as president of the Greater Dallas Planning Council.

Geo. Waverly Briggs, secretary and treasurer of the City Club and vice president of the First National Bank, also gave a verbal salute to Mr. Jackson.

"For the many, many years he has been a citizen of Dallas, the first and foremost endeavor of T. E. Jackson has been to make Dallas a finer and more enduring city. No civic service that needed to be done has ever been too little or too big for him to perform."

Non-resident City Club members were also honored at the dinner.

They were R. Wright Armstrong, vice president of the Fort Worth and Denver City Railway Company, Fort Worth; Robert Ash, attorney of Washington, D. C.; J. P. Cowley, vice president and



NON-RESIDENT AND DALLAS MEMBERS of the City Club who sat at the head table are, left to right, George W. Gutzman, Wyatt C. Hedrick, Paul Grafe, J. P. Cowley, Rosser J. Coke, John A. Guinn, Tom C. Gooch, Mr. Jackson, the Reverend Harry T. Moore, Jack B. O'Hara, Robert Ash, W. H. Hammon, R. W. Armstrong and Edgar L. Flippen.

general manager of the Gulf Colorado and Santa Fe Railway Company, Galveston; Paul Grafe, president of the Grafe-Callahan Construction Company, Los Angeles, California; John A. Guinn, president of Texas State College for Women, Denton; W. H. Hammon, oil operator of Wichita Falls, and Wyatt C. Hedrick, architect and engineer of Houston.

Other non-resident members cited but not present were Hugh Banner, president of Binswanger & Company of Texas, Houston; R. H. Morse, Jr., president of Fairbanks-Morse and Company, Chicago; E. J. Mosher, vice president, Mosher Steel Company, Houston; Paul J. Neff, chief executive officer, Missouri Pacific Lines, St. Louis; J. C. Peyton, Peyton Packing Company, El Paso; Stark W. Wilbor, president of Southland

Cotton Oil Company, Paris, Texas; and Sam D. Young, president of the El Paso National Bank, El Paso.

Jack B. O'Hara, vice president of the City Club, introduced the out-of-town guests.

In response for the non-resident members, Dr. Guinn stated:

"Doubtless the achievements of the past 10 years owe much to the City Club as a sort of catalytic agent, and the members in turn owe much to the devoted and highly successful labors of the founder, Mr. T. E. Jackson."

Climaxing the tribute to Mr. Jackson, Mr. Coke presented him with a handsome Swiss watch, which carried the inscription:

"To T. E. Jackson, Founder and President. In Great Appreciation from The City Club, November 7, 1951."

DINNER OFFICIALS make final preparation. Left to right are W. H. Hitzelberger and Bryan Snyder, Jr., of the reception committee and Geo. Waverley Briggs, who directed publications for the affair.

"IN GREAT APPRECIATION . . ." is the inscription on the handsome Swiss watch presented to Mr. Jackson by Rosser J. Coke, left, for members of the City Club. Mr. Jackson is shown holding the gift after Mr. Coke had lauded the president of the City Club for his "fine record as a business man, civic leader and spark of the City Club." Mr. Jackson accepted the gift by expressing his "heartfelt appreciation for this."





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A REAL TEXAS WELCOME, complete with a helping hand on the baggage, greeted 25 members of the State Farm Mutual Insurance Companies and their families when they arrived in Dallas by a special train car. The Chamber of Commerce welcoming committee included, left to right, Ned Kerr, Sam Ventura, and J. Ben Critz. After the suitcases were out of the way, Mr. Critz turned to issue "Texas passports" to R. F. Stockton, assistant director of branch offices, and Mr. and Mrs. Sumner Roberts, Texas manager in charge of the Dallas office.

Chamber Welcomes New Insurance Firm

THE most significant move on the Dallas insurance scene in the past year—the establishment of Texas headquarters here for the world's largest automobile insurance company and its partner companies—was completed this month when 64 people arrived in Dallas.

The move of the State Farm Mutual Insurance Companies to Dallas began early in September when Robert Buttleman, assistant manager of the Texas branch, came to Dallas for advance preparations.

"This is the largest mass move of new workers to Dallas since Dresser Industries, Inc., moved its operations here last year," J. Ben Critz, vice president and general manager of the Chamber of Commerce, stated as he welcomed officials of the company to Dallas.

"State Farm Mutual's Texas operation will be added to the already impressive list of 519 insurance houses in Dallas," Mr. Critz said.

Twenty-five employees of the company came to Dallas on a special car of the "Texas Eagle" November 1. A special committee of the Dallas Chamber of Commerce, headed by John W. Carpenter, president, planned a Texas-style train station welcome for the new residents.

Other members of the Chamber committee were Fred F. Florence, Alphonso

Ragland, Jr., L. C. Porter, and Mr. Critz. Official greeters at the station included Ned Kerr, Sam Ventura, Pete Hawk, Bill Gaynier, Robert Buttleman and Horace Ainsworth.

TURNING TEXAS COWBOY on the first day of his arrival, Gary Nickum, son of Mr. and Mrs. John Nickum, standing behind him, pulls his Texas six shooter on Ned Kerr of the Chamber's official welcoming party. Mrs. Nickum holds her three-month-old daughter, Nancy.



DALLAS • NOVEMBER, 1951

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DELTA ZETA SORORITY HOUSE

at the corner of Daniels and Durham, near the S.M.U. Campus, illustrates the modern architect's talent for achieving charm with practicability and livability in a home for several score of young women. Particularly outstanding is the terrace which members enjoy to the fullest.

Architect Mallory Collins planned the clever window-door arrangement, permitting easy access to the terrace from both dining room and game room. This plan adds brightness and lightness to both rooms and provides extra traffic area for social functions. . . . Glass for these panels is from Binswanger of Dallas.

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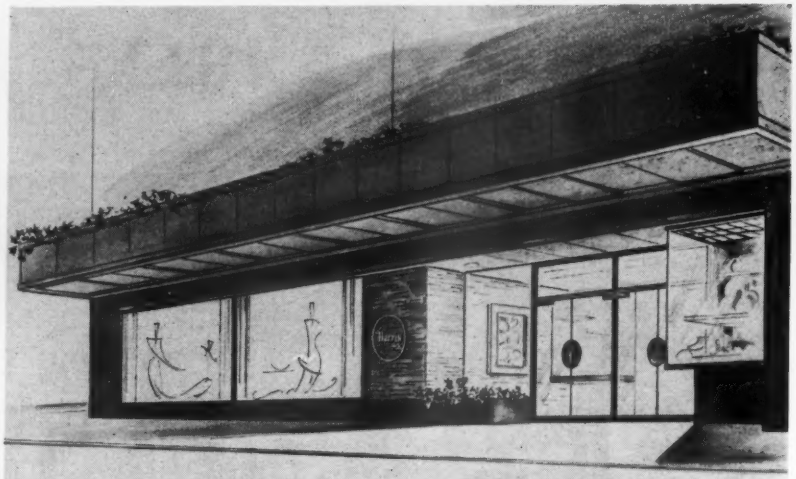
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carload

24



The March of Industry



A. Harris Addition Nears Completion. Completion of parts of the new nine-story addition to A. Harris and Company's present store is scheduled for February. It is the first part of an over-all expansion program for the department store which will continue through the summer of 1952. The present expansion will provide 50,000 additional square feet of selling space and two more elevators. To decorate the walls of the expanded area, the newest in decorating ideas—layers of plastic with real fern imbedded in the layers — is being used. Ribbon-grained walnut Formica and genuine walnut in a grade finish to blend with the grey tones used on the walls in the new departments on the first floor will constitute a large portion of the fixtures. To pick up the green from the plastic fern panels, the fixtures will be accented with green. The expansion will double the sizes of the cosmetics department and sports shop, and new departments for closet fixtures, and knitting and needle-point are being added.



Office Building Completed. The Oklahoma Contracting Company recently move into its new 5,700-square-foot office building at 6612 Hines Boulevard. The one-story structure has a brick and stone exterior, while interior decoration was done in wood paneling carrying out a modern theme. Architects were Adams and Adams, and the Jansen Construction Company, Inc., were contractors.

Volk Opens Third Suburban Store In Wynnewood

VOLK Brothers, the first downtown Dallas store to open a suburban branch, added extra proof to the soundness of its 17-year-old merchandising plan by opening its third suburban store in Wynnewood Village.

Like the store in the Highland Park Village, established in 1936, and the two-year-old Volk's Live Oak branch at Skillman, it carries merchandise representing every department of the downtown store.

Robert L. Herzinger, veteran Volk employee, is manager of the new store. His



VOLK'S OAK CLIFF store is the third suburban branch to be opened by Volk Brothers in Dallas. The branch store at Wynnewood Drive and Llewellyn will carry merchandise representing every department of the downtown store.

assistant is R. E. Schneider, also a veteran member of the organization.

Known as Volk's Oak Cliff, the one-story, 20,000 square-foot building com-

bines brick, crab-orchard stone and glass in contemporary design. Zigzag windows, rising from redwood flower and plant boxes, follow an oblique line to wide glass doors. S. J. Brochstein of Brochsteins, Inc., interior designer of Houston, collaborated with the architects, Dewitt & Swank of Dallas.

The main attraction for children is a family of four monkeys living in a specially constructed, glass house.

Volk's Oak Cliff store differs from the downtown store in that it carries tot-to-teen clothes for girls.

Volk's originally began business in Dallas as a shoe store. Some 21 years ago, the store was expanded into a full-fledged specialty store. Volk's still is widely known as featuring one of the most complete assortments of quality type shoes of any store in the nation.

COMPANY PRESIDENT Harold F. Volk, left, and Robert Herzinger, manager of Volk's Oak Cliff store, are shown in one of the departments, which will serve suburban shoppers in Wynnewood Village.



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MODERNIZATION LOANS

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Republic National Bank of Dallas

Statement of Condition, October 10, 1951

RESOURCES

| | |
|--|-------------------------|
| Cash and Due from Banks | \$148,026,152.98 |
| U. S. Government Securities | 76,022,793.15 |
| State, Municipal and Other Securities | 6,586,777.00 |
| Stock in Federal Reserve Bank | 1,095,000.00 |
| Loans and Discounts | 212,623,434.08 |
| Real Estate — New Building and Equipment | 4,032,584.99 |
| Acceptances—Customers Account | 2,811,753.43 |
| TOTAL | \$451,198,495.63 |

LIABILITIES

| | | |
|---|-------------------------|----------------|
| Capital | \$ 18,000,000.00 | |
| Surplus | 18,500,000.00 | |
| Undivided Profits | 4,076,633.66 | 40,576,633.66 |
| Reserve for Monthly Dividends Payable During 1951 | 513,000.00 | |
| Reserve for Contingencies | 3,530,111.25 | |
| Reserve for Taxes, Etc. | 2,634,819.93 | |
| Acceptances—Customers Account | 2,811,753.43 | |
| Deposits: | | |
| Individual | 266,107,641.97 | |
| Banks | 123,929,411.43 | |
| U. S. Government | 11,095,123.96 | 401,132,177.36 |
| TOTAL | \$451,198,495.63 | |

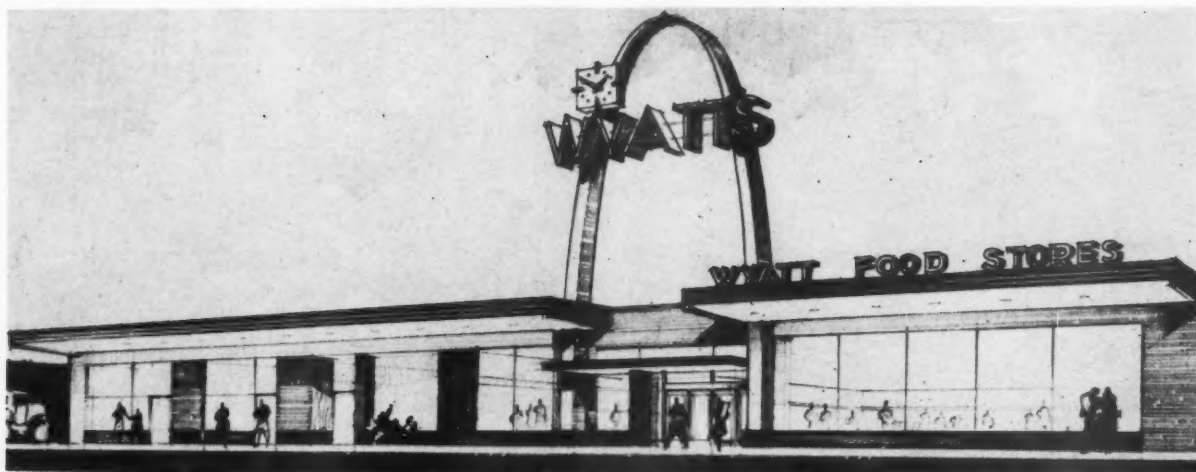
★ ★ ★

The assets of the Republic National Company, with capital stock of \$3,000,000, are not included in above statement. The Company owns controlling stock in the following banks located in Greater Dallas, all affiliated with the Republic National Bank:

| | |
|------------------------------|----------------------------|
| FAIR PARK NATIONAL BANK | LAKEWOOD STATE BANK |
| GREENVILLE AVENUE STATE BANK | NATIONAL CITY BANK |
| HIGHLAND PARK STATE BANK | OAK CLIFF BANK & TRUST CO. |
| OAK LAWN NATIONAL BANK | |

*Deposits of the Republic National Bank and
Affiliated Banks aggregate \$499,702,133.03*

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



New Store Under Construction. A new Wyatt Food Store, which is being constructed in the Preston Square shopping center, is scheduled for completion in May, 1952. Part of a continued program of expansion, addition of this store and one under construction in Fort Worth will bring supermarkets in the Wyatt system to a total of 24. The chain is now operating 19 stores in Dallas and one each in Grand Prairie, Waxahachie and Corsicana.

Designed by J. N. McCammon, architect, the new building will measure 120 by 200 feet and will be the company's most advanced in design. The modern fixtures will include all-

metal shelves, electric-eye doors and scientifically engineered lighting fixtures. Part of the new building will be occupied by other businesses.

Cowdin Brothers of Dallas is constructing the new building. It will serve a large area of North Dallas, including Highland Park, Preston Hollow, Prestonville and the Hillcrest area. Convenient and floodlighted parking space will be provided near the store.

The Wyatt chain, founded by Earle Wyatt, was 20 years old this year. The chain opened its 22nd store October 30 at Hampton and Illinois.

Will Move to New Plant. Dallas Welding Supply Company will move to a new building now under construction in the Trinity Industrial District at 1745 Levee the first of December. The 9,000-square-foot plant will be two and a half times larger than present quarters at 430 South Industrial. Keeling Brothers are general contractors, and Emil A. Fretz was the architect.

Dallas Branch Enlarged. Euclid Road Machinery Company has moved to new quarters at 1007 Levee Street in the Trinity Industrial District. Formerly located at 2524 Main Street, the Dallas office will now be a factory branch with warehouse facilities for serving Texas and Oklahoma. The lease was made through Bill Campbell, Jr., of Moser Company, realtors.

Film Company Expands. Encyclopaedia Britannica Films, Inc., has leased a new building under construction at 1414 Dragon Street in the Trinity Industrial District. The building, which is being erected by Williams and Wagner, is to be ready for occupancy this month. The film company recently has acquired Films, Inc., which necessitated expanding their facilities.

N. A. FLASH



*Wishes You a Very
Merry Christmas!*

TEXAS DELIVERY SERVICE ST-4444



PRESTON ROAD BRANCH of the Dallas Federal occupies the ground floor of a two-story Roman brick and red granite building, across from Preston Square.



COMMUNITY SERVICE ROOM at the Dallas Federal Savings and Loan on Preston Road is admired by officers, Lloyd S. Bowles, left, and James L. Miller.

Dallas Federal Opens Branch

DALLAS Federal Savings and Loan Association has opened a new Preston Road branch office at 8309 Preston Road.

The branch occupies the ground floor of the two-story building just across the street from Preston Square. A feature of the building is a community service room which is

available to organizations in that part of Dallas, according to E. E. Shelton, president. Lloyd S. Bowles, vice president of Dallas Federal, is manager and is assisted by James L. Miller, assistant vice president. The association, established in 1919, has its main offices in the Magnolia Building.

Dallas Federal has enjoyed a steady growth every year since its establishment. It has financed more than 30,000 homes and has paid more than \$8,000,000 in dividends. The branch will provide all the facilities available at the main office in downtown Dallas.

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tle that question for good. Today, of course, Continental Motors serves a far broader, more diversified market. Its products power not only motor cars, taxicabs, buses and trucks, but countless other types of equipment, on land, at sea and in the air. Every Red Seal model is engineered expressly to its application... designed to do one job and do it well. That is why every Red Seal that goes to work adds lustre to an emblem already respected wherever engines are used.

Continental Motors Corporation

6218 Cedar Springs Road

DALLAS

Phone DI-4851

Beall Brothers Open First Dallas Store

Beall Brothers, a Texas department store firm, opened its first Dallas branch at 5415 East Grand Avenue this month. The 28-year-old organization has 22 other stores throughout the state. I. L. Miller is store manager.

Founded at Henderson in 1923 by three Beall brothers, the company this year has opened three new stores. Founders were W. F. Beall, president; Robbie Beall, vice president, and the late A. A. Beall.

The Dallas store will carry ladies' ready-to-wear, millinery, foundations and children's and infants' clothing; men's and boys' clothing, a complete family shoe department, work clothing, piece goods, notions, patterns and home furnishings.

A. D. BOON has been promoted by Maytag Southwestern Company of Dallas to regional manager for the Dallas-North Texas area. He is former regional manager of the Rio Grande Valley area for the company.



Marks Eighth Year. Texas Refrigeration and Engineering Company marked the beginning of its eighth year in Dallas by moving to a new office and warehouse in the Trinity Industrial District. The new building constructed by I. Kaplan has 5,000 square feet of warehouse and shop space, and is located on rail facilities at 158 Express Street. Jack Moser of the Moser Company, Realtors, arranged the lease. Frank M. Angus, with 28 years experience in the refrigeration business, is owner of the company and John W. Beatty manages Dallas operations. The firm is distributor for Baker Refrigeration Corporation of South Windham, Maine, and specializes in church air conditioning.

TONY CUZZOCREA, Phoenix, Arizona, has been named by Dennison's Foods of Oakland, California, as district sales representative in the Dallas territory.

SAM KESNER and WILLIAM COTTER have joined E. F. Hutton and Company as registered representatives. The company is a member of the New York Stock Exchange.



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East Texas Chamber Dedicates Building. Delegations from Dallas, Houston, Shreveport, Tyler and Lufkin and representatives from scores of other East Texas cities were present when the East Texas Chamber of Commerce dedicated its new \$200,000 headquarters building in Longview. The dedication program was attended by nearly a thousand civic leaders from virtually all of the 72 counties in the East Texas area.

Modern in design, the new building houses both the East Texas and the Longview Chambers of Commerce. It has 23 rooms.

Highlighting the dedication program was an address by Curtis Morris of Houston, former head of the regional cham-

ber's tax department. He is now vice president of the Transcontinental Gas Pipe Line Corporation.

Tributes were paid to R. M. Kelly, first president of the East Texas Chamber, and to the late Henry M. Bell, a past president. The drive to raise money for the new building was sparked by Mr. Bell.

President John C. Flanagan of Houston delivered the tribute to Mr. Kelly and Paul Carrington of Dallas, immediate past president, extolled the activities of Mr. Bell.

Oil paintings of Mr. Kelly and Mr. Bell will be displayed in a place of honor in the new building.

Longview Mayor G. A. McCreight was master of ceremonies.

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Real Estate Board

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THREE SYLVANIA OFFICIALS explain the advantages of owning a television set to Ray Miller, far right. They are, left to right, F. J. Healey, B. K. Wickstrum and Jack McDonough.

Sylvania Opens New Warehouse

SYLVANIA Electric Products, Inc., celebrated the opening of its new Dallas warehouse and the appointment of a North Texas distributor for its products with an open house and buffet supper early this month.

The new 20,000-square-foot warehouse is located at 173 Leslie Street in the Trinity Industrial District.

With appointment of its new distributor, the Peaslee-Gaulbert Corporation, Sylvania moves into Texas for the first

time. The Dallas house will distribute the company's extensive line of electrical and allied items, including Sylvania television sets, to the Southwestern area.

Officials representing the New York home office and Salem, Massachusetts, production headquarters were in Dallas for the warehouse opening. Dallas officers, besides those pictured, include Fran H. Hyland, division manager, photo flash equipment, and Arden Still, division manager, radio tubes.

WAREHOUSE MANAGER D. L. Flook, left, described the modern facilities of the new 20,000-square-foot building to Louis Charninsky, T. J. Ewbank and C. A. Burton, left to right.



DALLAS • NOVEMBER, 1951

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Lv. Highland Park - - 6:18 pm

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Lv. Dallas Union Station 9:20 pm

Lv. Highland Park - - 9:28 pm

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Prospect 7-0311



M-3



Firm Opens Remodeled Plant. Diebold, Inc., distributor of microfilm supplies, held open house this month to celebrate a complete remodeling of its Dallas branch at 2016 Main. The remodeled store has new tile flooring on 2,400 square feet of floor space. Inspecting the new duplex microfilming camera at the opening ceremonies are, left to right, William K. Wilson of Canton, Ohio, vice president and general manager of the system's division; Miss Dorothy Warren, Southern Methodist University student who recently was chosen Miss Flame of Dallas, and J. Henry Thompson, manager of the Dallas branch of Diebold, Inc.

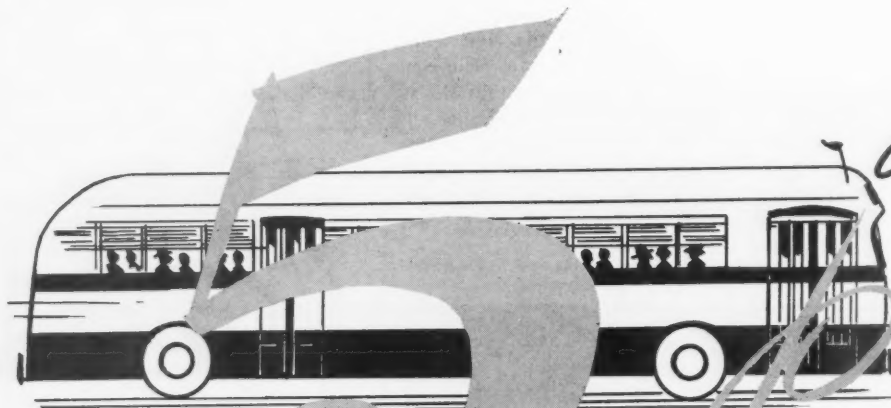
White and Prinz Design New Stokely Food Plant

The new \$1,000,000 Stokely Foods processing plant under construction in the Santa Fe Industrial District was designed by the architectural firm of White and Prinz. In the October issue of DALLAS, the architect was incorrectly identified as Lawrence F. Peeler & Associates. Actually, Lawrence F. Peeler & Associates are structural engineers on the Stokely project.

Completion of the new food plant is scheduled for early in January. The plant will be the largest of its kind in North Texas.

Move to Larger Quarters. Doubling the firm's floor space, the Lind-Reed Paper Company has moved from 2608 Canton Street to 3605-09 Main Street. The new building contains 12,000 square feet. The building was leased from Clinton Chenoweth and J. A. McDowell, owners.

Paper Company Organized. The Specialty Papers Company at 6452 Tulip Street has been formed by B. A. McKenzie and John L. Dale.



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There's a Shoppers' Special every five minutes between 10 a. m. and 4 p. m.—and the fare is only a nickel for everybody.

Dallas Railway
A TERMINAL COMPANY



Dodge-Plymouth Firm Opens. Formal opening of Nichols Brothers Motors, Dodge-Plymouth dealership, was held this month. Co-owners of the new business enterprise are Houston, Lawrence and J. B. Nichols.

Located at 6116 Lemmon Avenue between Inwood and Mockingbird Lane, the new plant is of grey masonry with white wrought iron grill trim. The interior is done in muted green tones with modern fluorescent lights and colorful asphalt tile floor. Appointments represent the last word in customer comfort, service facilities and striking display of cars. Included are spacious showrooms, a special truck department and facilities for servicing all makes of automobiles

in addition to Dodge-Plymouth motor cars and Dodge job-rated trucks.

Walter W. Cook and Associates were architects and engineers.

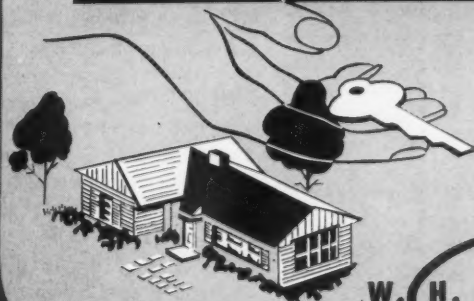
Houston Nichols has served in all capacities of the Dallas Junior Chamber of Commerce, and was sports director of the Texas Junior Chamber of Commerce. He is president of the City Transportation Company, and has served 10 years on the Board of Texas Motor Transportation Association.

Lawrence Nichols has served for many years as a vice president of City Transportation Company. He is a member of the Board of Directors of Addison School District.

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GEO. WAVERLEY BRIGGS



W. F. WORTHINGTON



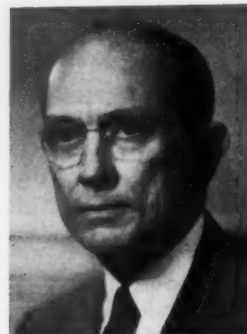
ERNEST J. BARBER



S. P. RAWLINS



DAVID REED



RAYMOND GOODE

First National Bank Promotes Executives

The election of a new officer and seven promotions among the executive staff of the First National Bank in Dallas have been announced.

Five of the advancements have been made in the trust department, including the elevation of Geo. Waverley Briggs, veteran chief of the department, from vice president and trust officer to vice president and senior trust officer. W. F. Worthington has been moved up from vice president and first assistant trust officer to vice president and trust officer. Ernest J. Barber, Raymond Goode and David Reed, formerly vice presidents and assistant trust officers, have been made vice presidents and trust officers.

In First National's commercial division, S. P. Rawlins has been advanced from assistant vice president to vice president, Robert H. Stewart III has been elevated from assistant cashier to assistant vice president and John S. Young has been elected an assistant vice president.

Mr. Briggs' service with First National began in 1920 with the old City National Bank, a predecessor institution, which he served for 10 years as vice president.

He had previously been commissioner of insurance and banking for Texas. He is a past president of the Dallas Chamber of Commerce.

A member of the First National staff since 1923, Mr. Worthington was named vice president and first assistant trust officer in 1942.

Mr. Barber joined First National in 1949 as vice president and assistant trust officer.

Mr. Goode's affiliation with First National began in 1917 when he entered the employ of the old City National.

Beginning his career with the old American Exchange National Bank in 1920, Mr. Reed was assigned to the First National trust department in 1935.

Mr. Rawlins has been serving the First National organization since 1919 when he became a runner for the old American Exchange National.

Mr. Stewart started his banking career in 1949 with the Empire State Bank.

Mr. Young became associated with First National in the business development department six months ago.



THE TEXAS AWARD, given annually by A. Harris and Company, was presented to Dr. Charles Marc Pomerat, left, by Arthur L. Kramer, Jr., president of A. Harris, at a formal banquet at the Adolphus Hotel.

A. Harris Honors Texas Scientist

TWO hundred prominent Dallas men and women gathered in the Adolphus Hotel Grand Ballroom last month to honor Dr. Charles Marc Pomerat, 1951 winner of the A. Harris and Company Texas Award, who was given the honor for his outstanding accomplishment in cell research.

The Texas Award consists of \$1,000 and an engraved plaque, and is presented annually by the Dallas department store to a Texan who makes a significant contribution to the arts or sciences.

Dr. Pomerat is professor of cytology and director of the tissue culture laboratory at the University of Texas Medical Branch, Galveston.

After Dr. Pomerat had been given the award by Arthur L. Kramer, Jr., president of A. Harris, he commented that such things as the A. Harris award are important because they focus public attention on creative efforts of "pure science."

"It has become all too popular to ridicule the ivory tower, the long-haired professor," Dr. Pomerat said. "Small wonder that some of our students are afraid to browse in the library for fear of being called a grind."

PROMINENT DALLASITES attending the banquet heard Dr. Pomerat's discussion of his work in cell research. He is professor of cytology at the University of Texas Medical Branch, Galveston.



DALLAS • NOVEMBER, 1951

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Pipe Line Plans For Trans-Canada Begin in Dallas

THE longest pipe line project in the Western Hemisphere, traversing Canada, is now underway in Dallas with a long sequence of negotiations by Trans-Canada Pipe Line, Ltd., of Canada, a subsidiary of Delhi Oil Corporation of Dallas, in prospect. The estimated project cost is \$243,000,000.

The 30-inch pipe will carry gas from Western Canada, near Calgary, 1,840 miles eastward to the thickly populated Toronto-Montreal areas.

Frank A. Schultz, vice president of both Trans-Canada Pipe Line and Delhi Oil Corporation, said in Dallas, "The biggest cost will be the 30-inch pipe itself, about \$139,000,000. It will serve about one-third of the population of Canada, taking gas from about 30 fields," he estimated.

This project is larger than any previous transaction in industry, commerce or agriculture ever handled in Texas, officials stated. So important is the pipe line to Canadian economy that several officials there have compared its value to that of the Canadian Pacific Railroad. Bankers and industrial leaders of Dallas could retail no project as large. So huge is the project that interest alone on the investment will run about \$10,200,000 a year, Dallas officials said.

Texas turns out 45% of the nation's crude oil at the rate of more than 2,500,000 barrels a day. Not only does it produce it, Texas refines 30% of all oil and gas products refined in this country.

Mr. Schultz explained, "The industrial areas of Eastern Canada are badly short of fuel and this line will eventually be able to move 500,000,000 cubic feet of gas a day."

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Gas Company Promotes Two. Promotions for two Southern Union Gas Company engineers, both of Dallas, were announced recently. Van Thompson, left, has been appointed manager of the newly created exploration department, and N. P. Chestnutt has been named chief engineer.

Both men have long years of service with Southern Union, a natural gas utility with headquarters in Dallas, serving sections of Texas, New Mexico, Colorado and Arizona.

As manager of the exploration department, Mr. Thompson will have general supervision of land and lease operations, geological studies, drilling, production and marketing activities. He joined Southern Union in 1929, working for several years in Colorado and New Mexico. He was transferred to Dallas in 1938 and became head of the engineering department in 1945.

Mr. Chestnutt came to Southern Union in 1935 and was West Texas district engineer in 1941 when he joined the United States Army Engineers. Leaving military service in 1946 he rejoined the company in New Mexico and was transferred to Dallas in 1948 for research and supervisory work on special projects.



Costa Honored at Dinner. Aubrey M. Costa, newly elected head of the Mortgage Bankers Association of America, was honored recently by the Dallas association at a testimonial dinner in the Baker Hotel. Mr. Costa became president of the national group after serving as vice president and on the board of governors and the executive committee. Four savings bank officials from Massachusetts shown with Mr. Costa, center, are, left to right, Alton P. Cole, treasurer of Home Savings Bank, Boston; Robert M. Morgan, vice president of the Boston Five Cents Savings Bank, Boston; Richard N. Symonds, vice president of Worcester Five Cents Savings Bank, Worcester, and Richard A. Booth, president of the Springfield Institution for Savings, Springfield.

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Advertising Agency Reorganizes. The firm of J. B. Taylor, Inc., Dallas advertising agency, has been reorganized with increased capitalization and change of name to Taylor-Norsworthy, Inc. President of the agency is J. B. Taylor, left. Thomas W. Norsworthy, right, new firm member, was vice president and one of the original founders of the former company and will assume the duties of executive vice president of the new firm. Officers of Taylor-Norsworthy, Inc., are Mr. Taylor, president; Mr. Norsworthy, executive vice president; Tevis Bennett, treasurer; and Leslie Shults, secretary and attorney. Directors of the new company include the four officers and Philip G. Oliver, center, art director of the agency.



Federated Chief Visits Dallas. Fred R. Lazarus, Jr., left, president of Federated Department Stores, paid a brief visit to Dallas this month to confer with Henry X. Salzberger, right, new president of Sanger Brothers. He said that Federated's purchase of Sanger Brothers, along with new Fedway stores planned for Amarillo, Wichita Falls, Longview and Midland, is in line with the recent shift of United States population to the South. Mr. Lazarus was honored with a luncheon in the Community Room of the Texas Bank and Trust Company, given by E. O. Cartwright, resident partner of Merrill, Lynch, Pierce, Fenner and Beane, and an informal reception at the Dallas Athletic Club given by Mr. Salzberger.

47 New Members Elected By Chamber of Commerce

C. W. Walling Company, 5603 Maple; C. W. Walling; wholesale feed and flour.

Kumpart Comfort Company, 2519 McKinney; W. M. Weisz; renovation of comforts.

Dale Copus, 6131 Tulip Lane; oil operator.

Myers of Dallas, 3523 Oak Lawn; R. E. Myers; opticians.

Dallas Pen Shop, 255 North Field; L. E. Short; fountain pens.

Smith's Shoes, Inc., 5412-14 East Grand Avenue; C. T. Smith; retail.

Sandy's Restaurant, 1721 McKinney; R. R. Dumas.

George Linskie Company, Inc., 2608-A Inwood Road; George A. Linskie; contractor.

Thomas J. Lipton, Inc., 812 Texas Bank Building; William G. Sterling.

R. Duane Pearson, 11526 Wyatt; real estate.

Fred Bell Enterprises, Inc., 2707 West Mockingbird Lane; concessions.

Chenoweth Surgical Appliance Shop, 311 North St. Paul; B. W. Chenoweth.

Midwestern Insurance Company, 2808 Oak Lawn; Larry C. Nelson.

Dal-Tex Aviation, Inc., Highland Park Airport; H. E. Smeeth, Jr.

Marilyn Belt Manufacturing Company, Inc., 2917 Swiss Avenue; Morty Friedman.

Harry A. Suedemeyer, 4517 Emerson; manufacturers' agent.

Decorators Workshop, 3235 McKinney; Charles D. Pollock.

American Roofing and Supply Company, 2402 Ferris; C. E. Terry.

Louis G. Caldwell, 2603 Fairmount; commercial home designer.

Joseph Eldridge, 207 West Broad; Texarkana, Texas; real estate.

Alford Plumbing and Heating Company, Inc., 2227 Cedar Crest; W. H. Alford.

Delaware Punch Syrup, Inc., 1119 South Haskell; H. E. Carter; syrup manufacturing.

Aeme Heating and Air Conditioning Company, 3618 Maryland; Glenn O. Willoughby.

Pan American Shopping Service, 29 Highland Park Shopping Village; Alva W. Marvin; shopping service and gift wrapping.

Fleet Equipment Company, 5417 Redfield; R. S. Christopherson; distributors.

Morris and Kaiser, 941 National City Bank Building; Paul A. Kaiser; C.P.A.'s.

Diamond Drilling and Testing Company, 5623 Dyer; H. R. Aldredge, Jr.; distributors.

Royal A. Ferris, Jr., 703 First National Bank Building; personal.

Levine's, 2211 Commerce; Bill Levine; buying office and warehouse.

Granite City Steel Company, 25½ Highland Park Village; John P. Stoll, Jr.

National Association of Photographers, 1707 North Winnetka; H. E. Dill.

William J. Davis, 1540 Ann Arbor; color photography.

Akard Finance Company, 403 Commercial Building; Ed Sheffield.

American Foam Rubber Products Corporation, 2701 McKinney; E. O. Cobb; wholesale.

U. S. Sanitary Specialties Corporation, 1118 Jackson; Harry E. Seum; chemical manufacturer.

Autry Enterprises, 802 West Jefferson Tower Building; W. Autry; theater promotions.

Sylvania Electric Products, Inc., 173 Leslie; David L. Flook; warehouse sales office.

Wynnewood Window, 609 Wynnewood Plaza; gifts, candy and card shop.

Richtone Music Publisher's, 421 North Tyler; J. W. Richtone; music publishing and recording.

Jones Truck Lines, Inc., 2020 Eakins; Milton R. Lindley; motor carrier.

Robert E. Lee Life Insurance Company, 5838 Live Oak; R. Frank Lee.

Rex V. Lentz, Mercantile National Bank; personal.

Research, Incorporated, 1511 Levee; James M. Baggs.

W. T. Knappe, 1508 Life of America Building; attorney.

Dallas Scrap Baling Corporation, 441 West Commerce; Morris Newberger.

Farmers Insurance Group of Los Angeles, 4912 East Grand Avenue; G. Nelson Brown; district sales office.

Van Cleef and Arpels of Texas, Inc., 1407 Commerce; I. M. Goodman; Edwin H. Tompkins; retail jewelry.

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Greenville Avenue Bank Opens. The Greenville Avenue State Bank opened for business this month in a new two-story brick home at 1827 Greenville Avenue with an open house. A unique feature of the building design includes two main lobby entrances. There are two drive-in deposit windows and a night depository besides 12 teller cages. The interior features two-tone grey and green walls with walnut paneling and trim. The Greenville Avenue State Bank, an affiliate of the Republic National Bank of Dallas, opened for business nearly six years ago and now has in excess of \$6,000,000. Briggs Todd, who joined the bank during its organization, was elected president August 1.



Bank President Honored. Fred F. Florence, president of the Republic National Bank, celebrated his sixtieth birthday November 5. Karl Hoblitzelle, left, board chairman, presented an antique silver tureen to Mr. Florence, in a ceremony attended by officers and employees of the bank. Mr. Florence was only 38 years old when he became president of the bank on January 8, 1929. He is a director of the Reserve City Bankers; president, Dallas Clearing House; past president, Texas Bankers Association, and chairman, Credit Policy Commission Committee of American Bankers Association. He will preside at the Fourth National Credit Conference in Chicago December 3-5, when more than 1,000 of the nation's leading bankers will gather.

Opens Used Car Lot. Sue's Used Cars, a used car lot located at 2009 Cedar Springs, has recently been opened by Miss Sue Sutherland. Miss Sutherland has been employed for the past two years as office manager of Goss on Ross.

New Department Store. Levine Stores, Inc., has opened its fourth department store in Dallas at 5401 Lovers Lane. Myron Gale, transferred from the Levine store in Lubbock, has been named manager of the new store.

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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firms are interested in representing Dallas manufacturers in their territories.

Charles W. Harrison and Company, 621 Broadway, East Liverpool, Ohio, is interested in acting as a representative or agent for products manufactured in Dallas.

Link and Company, 3705 S.E. Rockwood Avenue, Portland 22, Oregon, wants to act as manufacturer's agent for Dallas manufacturers who wish to introduce their lines in the Pacific Northwest.

Frederick Sabin and Company, Inc., 5103 Pentridge Street, Philadelphia 43, Pennsylvania, wants to secure exclusive distribution in its territory of items other than food and clothing.

Sales Unlimited, Inc., 9003 Wilshire Boulevard, Beverly Hills, California, wishes to represent Dallas manufacturers in contacting West Coast airframe manufacturers, aircraft component manufacturers, and principal sub-contractors in the aviation field.

The following firms are seeking representation in Dallas and vicinity:

Globe Envelope Manufacturing Company, 6552 Santa Monica Boulevard, Los Angeles 38, California, is seeking a distributor, representative and salesman for their products in this area.

Allen Glove Company, 33 Bleeker Street, Gloversville, New York, wishes to contact a salesman in this area to handle a line of men's and ladies' gloves.

Ambassador Lace and Embroidery Company, Inc., 725 22nd Street, Union City, New Jersey, is seeking a salesman to represent its lines in the Dallas area.

Jensen Tractor Manufacturing Company, Inc., 901 South Main Street, Burbank, California, is seeking a distributor for the Jensen Tract-All Tractor in Dallas.

Moran Flexible Joint Company, Inc., 215-217 West Main Street, Louisville 2, Kentucky, is interested in having mill supply houses in Dallas represent them as jobbers. They also offer to represent Dallas manufacturers in Kentucky.

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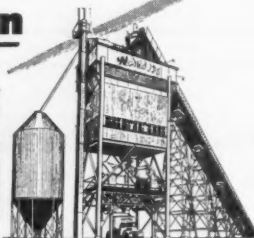
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Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

51911/VS. **Italy.** Genoan firm is seeking a department store, dry goods store, specialty or novelty store for which to act as resident buyer in Italy.

51811/US. **Japan.** Ichikawa-Shi company wishes to export their full color portraits on silk canvas, charcoal portraits, and painted china to dealers in this area.

51811/RMTC. **New York.** Importer of corkboard insulation and pipe coverings wishes to contact architects, builders, and manufacturers of refrigerators and refrigeration equipment who need corkboard for insulation purposes.

51811/AHS. **Germany.** Hamburg firm wants the import-agency of Dallas area cotton exporters. They have been dealing in Oriental cottons and now wish to extend their business to this country.

51811/FB. **Germany.** Mainz firm wishes to establish business connections with Dallas export and import shops who deal in paper, stationery, office supplies, typewriters, adding machines, calculators and rubber and metal stamps.

51911/BCM. **Mexico.** Monterrey dealer wants to contact firms in this area who wish to purchase huaraches and hand woven straw hats.

51911/JAP. **Mexico.** Mexico City firm wishes to export Mexican table linens, coverlets, palm bags, woolen mufflers, palm rugs and handmade neckties to dealers in this area.

51811/S. **Germany.** Berlin export-import firm wishes to contact firms in this area who are interested in importing German industrial chemicals, fertilizers, cement, office machines, optical instruments, cameras, films, Christmas tree decorations and china ware.

51911/H. **Germany.** Velbert manufacturer wants to supply turned parts for the automobile and airplane industry to firms in this area.

51911/ATC. **New York.** Importer of Finnish goods has furniture, Finn Crisp bread, berries and fish candy to offer to dealers in the Dallas area.



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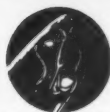
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The President's Lady

By Irving Stone, published by Doubleday, 338 pages, \$3.50.

IRVING STONE, the master biographer, has brought history to life again in the story of Andrew Jackson, the man who dominated America for 30 years.

In the first place, Jackson became president with all odds against him. Even with his great determination, courage and heroics in the War of 1812, there still remained Jackson's personal enemies who sought to destroy him because of his marriage to Rachel. Theirs was perhaps the most deeply moving love story in American history and the most discussed because of Rachel's unfortunate first marriage to Captain Lewis Robards. The Kentucky-Tennessee frontier folks weren't too charitable in their opinions on the subject, and the Jacksons were never able to escape from gossip or slander.

Nevertheless, their love for each other remained strong and their lives happy. With the Cumberland Valley as their home the fiery Andrew practiced law, became a judge, and tried his hand at farming, storekeeping, politics, horse racing and soldiering.

Irving Stone has written an exciting story of *The President's Lady*, who is, in a way, a pathetic figure in American history mainly because of her complete innocence. She was the daughter of Colonel Donelson of the famous Adventure trip through the wilderness, and she met the young Mr. Jackson in her mother's house in the Cumberland Valley.

Young America is in the making in this outstanding novel. We see the states being formed, their laws written and enforced, with General Jackson playing a vital part in establishing these laws and constitutions. In fact, he named the state of Tennessee from the Indian name meaning "crooked river." He fought for this name by declaring that this was a new world and the names of our states should not come from England, but should be new names describing a new country.

Read *The President's Lady* for authentic history written in the magnificent tradition of Irving Stone.—Jerry Porter.

IN DALLAS Last Month



Holds Top Tax Post. Norman Register has been appointed to the city tax department's top post—assessor and collector of taxes—by City Manager Charles C. Ford. Mr. Register joined the tax department in 1929 as a real estate appraiser. During World War II he served as an Air Force major, returning to city employ in 1946 as a senior tax appraiser. He was advanced to assistant assessor-collector September 1, 1949.



Receives Promotion. Fred T. Johnson has been appointed sales promotion and advertising manager of Sanger Brothers. He will be in charge of sales promotion and advertising for the main store, the Highland Park Village store and the store for children, to open soon on Preston Road. A native of Dallas, Mr. Johnson joined Sanger's advertising staff 14 years ago and soon afterward was appointed head of all home furnishing advertising.



Fine Christmas Gifts

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Named Medical School Dean. Dr. George N. Aagaard of the University of Minnesota has been appointed dean of Southwestern Medical School of the University of Texas, effective January 1. Dr. Aagaard is director of postgraduate medical education at the University of Minnesota, where he has taught for several years. Prior to that, he was a general practitioner in Minneapolis. He is particularly well known for the development of courses for physicians in practice, enabling them to keep up with developments in medicine. Dr. A. J. Gill, assistant dean of the school, will be acting dean until January 1.



Will Head Insurance Group. Travis T. Wallace, president of Great American Reserve Insurance Company, was elected president of the Texas Life Convention during its meeting in Dallas last month. James Ralph Wood, president of Southwestern Life Insurance Company, and W. C. McCord, president of Southland Life Insurance Company, are members of the executive committee.

E. H. ROBERTS has been appointed superintendent of agencies for the United Bankers Life Insurance Company.

DALLAS • NOVEMBER, 1951



Named Insurance Head. Harry Owens has been appointed group supervisor of the Dallas office of the Great-West Life Assurance Company of Winnipeg, Canada. Mr. Owens will head the company's sales and service activities in North Texas, with headquarters in the Mercantile Commerce Building. He was with the Dallas Morning News for several years, and after the war was state director for the Treasury's Savings Bond program in Texas.

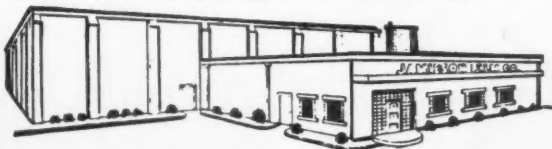


Wins Bank Promotion. W. Roy Compton has been named a vice president of the Oak Lawn National Bank. He is a former assistant vice president and has been with the bank since it opened August 1, 1946. Mr. Compton was associated with banks in Arlington and Fort Worth prior to his connection with the Oak Lawn bank.

W. N. McKINNEY has been elected 1951-52 president of the Southwest Warehouse and Transfermen's Association, Inc. Mr. McKinney is vice president and general manager of American Transfer and Storage Company, Dallas.

DALLAS • NOVEMBER, 1951

MOTION PICTURE PRODUCERS for 34 Years!



FILMS FOR:
• public relations
• industry
• training
• sales
• television

COMPLETE PRODUCTION FACILITIES!

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JAMIESON FILM CO.

"Constant and unrelenting effort to achieve an air conditioning installation of the highest value to our customer, accompanied by alert, economical maintenance and service throughout the years of its use"—

FOR FIFTEEN YEARS THIS HAS BEEN ONE OF THE BASIC IDEALS OF OUR COMPANY. THIS IDEAL WILL CONTINUE TO BE OUR POLICY.

Matthews Engineering Company

2122 OLIVE STREET • Riverside 5166



**DO YOU BUY THE LUMBER FOR
YOUR CONCERN?**

*If you do, won't you call us
and let us serve you...?*

WIENER LUMBER COMPANY

Maple Avenue and Inwood Road

JU-6111

Than this, there is no idea keener: "For lumber needs, remember Wiener"



Annahill
LETTER SERVICE
1720½ Bryan (at St. Paul)

annahill says: "It PAYS to be"

— RA-4484 — **'PICK-Y'** — RI-3319-
in ADVERTISING!

Join the hundreds of our customer-friends who keep coming back to us because they found \$\$\$ in D-M.

No other method lets you pick and choose your prospects with so little waste circulation as
DIRECT-BY-MAIL

MIMEOGRAPH
ULTIGRAPH
UTILITH
AILING
ANY OTHER SERVICES

ALL TYPE IN THIS AD SET IN OUR OWN SHOP AT LOW COST.



Virginia L. Jones

By Joseph Sterne

THE co-publisher of the *Park Cities News* is a fast-talking little lady who swears she isn't a newspaper woman.

Miss Virginia L. Jones, chief stockholder, chief ad gatherer, chief big scoop reporter and volunteer composing room foreman of Dallas' northside suburban paper, has been riding merrily on the coat tails of this feminine fib for almost a decade.

In 1942, when Miss Jones joined the *Park Cities News* as a bookkeeper, it was a sorry little tabloid with few advertisers and a paid subscription list of 10. Her ailing boss, the late State Senator George Pearl, perked the paper up a bit and sold it for a song three years later to Miss Jones.

Today, still swearing up and down that she doesn't know an em from a galley proof, Miss Jones can boast of a paid circulation list of almost 6,000. Her paper has become a full-sized sheet

chock full of advertising. And its make-up is a pretty as you'll find on a weekly. Miss Jones' contention that she isn't a newspaper woman is not much of a fib when it comes to actual reporting. Her fellow co-publisher, Raymond L. Michero, could never convince the whimsical Miss Jones that a news story should contain a few correct facts. Consequently, Miss Jones has shunned the business of putting one word after another.

As an advertising salesman, Miss Jones "has the persistency of a life insurance agent," one of her frequent "victims" maintains. In her early days on the paper, Miss Jones decided to sell a big spread on a bank opening. Armed with a layout an advertising man had drawn for her, she stalked her prey. The bank president scowled at the layout, turned to Miss Jones and demanded, "How much is that a line?"

Miss Jones turned red, then coy. "I'm

really not a newspaper woman," she gushed. "I never sold an ad in my whole life. Won't you show me how it works?"

The bank president took the entire ad.

Armed with the theory that a weekly must be friendly, Miss Jones has made herself a walking director of the north side of Dallas. Calling the *Park Cities News* a HOMETOWN paper, Miss Jones proceeded to obtain coverage of P-TA, Boy Scout, school board, city council and other group meetings. When a man named Jerry Furr showed up with hopes of founding a Park Cities YMCA, Miss Jones gave him a desk at the office and she plugged the Y at every opportunity.

It pays to be friendly, even with the postmaster, Miss Jones once discovered. A few years ago, George Washington almost caused a disaster. His birthday fell on a Thursday and postmen, school kids and bank tellers took the day off. Miss Jones cared nothing about the school kids and bank tellers, but postmen were another matter. An important builder was opening a new shopping center that night and the paper had a special section filled with ads to celebrate the occasion. But there were no postmen to deliver the tidings that Thursday. The postmaster, as a special favor, ran the paper through the stamping machines. Miss Jones and some of her staff then covered the territory, distributing the paper themselves.

The *Park Cities News* co-publisher took a tortuous route to get in the newspaper business. Born about 60 years ago in a little Tennessee town called Tullahoma, Miss Jones came to Dallas when she was 14 to join a brother. Not wanting to be a school teacher, she enrolled in Draughn's Business School.

Diploma in hand, Miss Jones went on a job-jumping spree to Royce City, Ballinger and back to Dallas. After a few years as a secretary in the old Dallas Trust and Savings Bank, now Dallas National Bank, Miss Jones joined Webster Grocery Company as a bookkeeper. She stayed with Webster 20 years.

In 1935, when Texas was celebrating its 100th anniversary, Miss Jones went to work in the Centennial's purchasing department. That really was the beginning of her newspaper career for she started to build up important contacts that stand her in good stead today. She started to work for Senator Pearl during the Roosevelt-Wilkie campaign.

Five years later, when Mr. Pearl was trying to sell Miss Jones the paper, she balked, then said: "Okay, senator. I'll try it for six months. If it pays, I'll buy."

It paid.



Joins Printing Company. Lewis N. Carrell has been appointed to the sales and production staff of Bennett Printing Company. He will continue as associate editor of the Southwest Hardware and Implement Journal, a post he has held since 1948. Mr. Carrell has been associated with the printing business for 27 years.



Elected President. Mrs. Mary Bonner Tripp, owner of the Mary Bonner Furniture Company, was recently elected president of the Dallas Furniture Association at its monthly meeting in the Venus Restaurant. Other new officers are vice president, Ben Boyd, manager of the Home Furniture Company Oak Cliff store and secretary, Charles Harding, Highland Furniture Company. The new directors are J. O. Yeargan, W. W. Woods, Bill Dougherty, Mrs. Ralph Taylor and Jean Smith.

DR. EMIL A. FULLGRABE has been named regional medical director for the Southwestern region with headquarters in Dallas by Armour Laboratories, Chicago.

DALLAS • NOVEMBER, 1951



R. A. JACKSON OF VOLK BROS. CO. HAS THIS TO SAY ABOUT DIEBOLD RECORD SYSTEMS

"After evaluating all available equipment, we selected Diebold Cardineer for fast Credit Authorizing. Cardineer has been so highly successful that we've added additional units, and today, have 12 units in operation. To those who need more efficient ways to handle card records, we heartily commend Diebold Cardineer."

R. A. Jackson
Manager in Charge of Sales

2016 MAIN STREET
DALLAS 1, TEXAS PHONE: RI-9908

"SERVING TEXAS AND THE GREAT SOUTHWEST"

Microfilm • Rotary, Vertical and Visible Filing Equipment • Safes, Chests and Vault Doors
Bank Vault Equipment • Burglar Alarms • Factory Branches and Dealers in all principal cities.

DO A BETTER JOB

of protecting your product in transit
by using Gaylord Boxes.

CORRUGATED AND SOLID FIBRE



DORSEY

THE DORSEY COMPANY
DORSEY BLDG. • DALLAS

PRINTERS • LITHOGRAPHERS • STATIONERS • OFFICE FURNITURE

VISIT OUR DISPLAY ROOMS
**YOUR GLOBE-
WERNICKE DEALER**

Quality Lumber
AND BUILDING MATERIALS
 BIG MILL—KILN DRIED—GRADE MARKED
YELLOW PINE
 FTR DIMENSIONS SPECIAL ORDERS
 INSULATING MATERIALS—WALL BOARDS
 MINNESOTA PAINTS—BUILDERS HARDWARE
 Call **Brewington**
 EL-3701 **LUMBER CO.**
 2505 HAWES (at Maple)

Announcing: A New Department **Conservation of Estates**

United Bankers Life Insurance Company takes pride in climaxing its past paced growth since last fair time with the announcement of a new department devoted to Conservation of Estates, and headed by

Dr. Frank K. Rader

As professional consultant, Dr. Rader, Professor of Finance in the School of Business Administration at Southern Methodist University, is an economist and investment counselor for many of the Southwest's largest firms. He is a director and chairman of the Finance Committee of this company. His services will be available through our company as consultant in the Conservation of Estates.

Aided by legal and tax experts and insurance specialists, Dr. Rader will suggest such action as is indicated toward conserving an estate. He will seek the proper balance and protection in the estate so as to legally avoid excessive death taxes and prevent estate confiscation.

Dr. Rader will have the facilities of this new department in our Company at his command to aid in offering this new professional service to those who have accumulated estates and desire to retain intact—as much of these estates as is possible under present laws and conditions.

It will be a privilege to serve you. Write or call

Don J. Willmon, President

United Bankers **LIFE INSURANCE COMPANY**

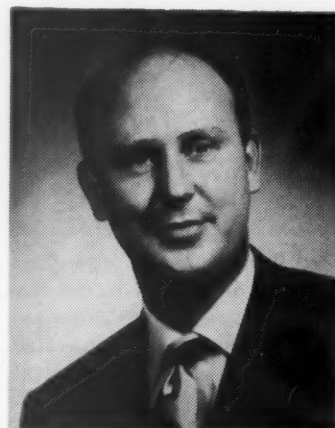
HOME OFFICE, IRWIN - KEASLER BLDG.
 DALLAS, TEXAS

Phone RAndolph 6824



Heads Church Council. R. T. Behannon, long-time YMCA worker, has been elected president of the Greater Dallas Council of Churches. He was named last month at a banquet in the East Dallas Christian Church and succeeds Hubert W. Beutel. Mr. Behannon is Dallas traffic manager for Texas Transport and Terminal Company.

W. NICHOLAS WILLIAMS, who has been in the fire and casualty insurance and bonding business for 17 years, has opened his own agency at 2214 Cedar Springs to handle general lines of insurance and surety bonds.



JAS. K. WILSON invites you to meet Mr. Jimmy Harris of their second floor Men's Clothing Department. Jimmy has been selling men's clothing for the past five years and will be most happy to assist you in the selection of your fall clothing from the impressive stock carried by Jas. K. Wilson, including the finest Hart Schaffner & Marx Gold and Silver Trumpeter suits.

Advertisement



Sales Manager Appointed. Chandler H. Jones has been named sales manager of National Container Corporation's new Dallas plant. Mr. Jones, who attended Southern Methodist University, will head National Container's Southwest sales operations. The company has just moved into its new \$1,000,000 corrugated box plant at Pierce and Glenfield in the Santa Fe Industrial District.



Car Executive Promoted. W. D. (Bill) DeSanders has been elected executive vice president and secretary of the Lone Star Olds Cadillac Company. Mr. DeSanders has been a part owner of the firm since 1941, and formerly was secretary and treasurer. In his new position, he will also be general manager. E. A. Lutz will serve the company as treasurer.

Three Dallas attorneys, JOHN C. FARMER, RENFRO SPEED and GENE T. STONE, have been elected assistant title officers of Lawyers Title Insurance Corporation.

ROBERT F. DENNETT has joined the Interstate Printing Company as head of the Advertising and Sales Promotion Department.

LOCAL AND NATION-WIDE MOVING



- Bonded Warehouse
- Packing - Crating - Shipping

Van & Storage Co.

17 Years Same Location

Agents For
GREYVAN LINES, INC.
Affiliated with Greyhound Lines

2615 ELM STREET • DALLAS • RA-9078

KLIMIST STORE FIXTURE MANUFACTURING CO.

DESIGNERS and MANUFACTURERS
of **CUSTOM MADE** and
UNITIZED STORE FIXTURES

Immediate Delivery — Remodernize Now

Visit Our Complete Show Room at 1107 Jackson Street

RI-6323

Or Phone

RI-5260

Investment Bankers



DALLAS ★ TEXAS

The House That Service Built

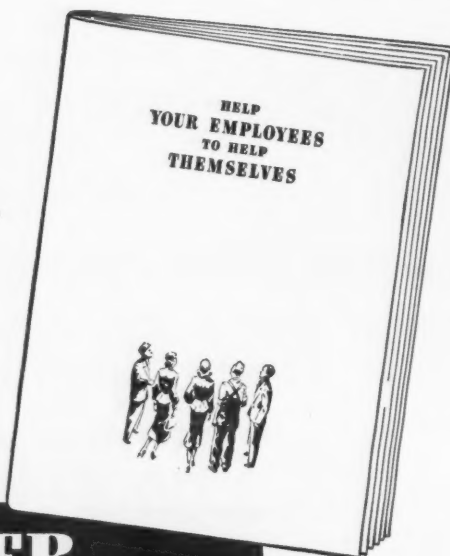
- ★ MACHINE TOOLS—PORTABLE ELECTRIC TOOLS
- ★ WOODWORKING MACHINERY—AIR TOOLS
- ★ AIR COMPRESSORS—ELECTRIC MOTORS
- ★ WELDING EQUIPMENT—GRINDING WHEELS
- ★ INDUSTRIAL SUPPLIES—HAND TOOLS



MACHINERY SALES & SUPPLY CO.

3405 COMMERCE ST. —DALLAS— PHONE RI-6701

THIS
Brochure
IS AN AID
TO



BETTER EMPLOYEE RELATIONS

It outlines a plan whereby your employees can budget for their future security by means of easy instalments.

It has been found that people who need protection most have the greatest difficulty in saving.

The plan is a simple method which enables employees to obtain Life Insurance, Accident & Health Insurance and Retirement Income by regular payroll deductions.

Each employee benefits from individual consultation and selects the plan best suited to his needs.

Your copy of "Help Your Employees to Help Themselves" may be obtained by writing Department SS, The Great-West Life Assurance Company, 107 Mercantile Commerce Bldg., Dallas 1, Texas.

THE
GREAT-WEST LIFE

ASSURANCE COMPANY

HEAD OFFICE—WINNIPEG, CANADA

H. THAD CHILDS and NEWMAN E. LONG, CLU
Managers



Reappointed to Committee. Paul Carrington of Carrington, Gowan, Johnson and Walker, attorneys, has been reappointed to the committee on policy of the United States Chamber of Commerce for the coming fiscal year. He is a past president of the Dallas Chamber of Commerce and the East Texas Chamber of Commerce.



Named State Chairman. Chester L. May, vice president of the Lone Star Gas Company, has been named Texas chairman of the Southwestern Regional Advisory Committee of the National Association of Manufacturers. Mr. May came to Texas in 1942 as chief inspector for Lone Star Gas properties. In 1942 he was elected to his present position as vice president in charge of all distribution for Lone Star, and was elected to the firm's board of directors in 1949.

RAY ROMERMAN has been appointed Southwestern sales representative for Cole-Hersee Company, Boston, Massachusetts.

DOUGLAS M. IBBOTT has been appointed chief underwriter in the home office of Southwestern Life Insurance Company.



Completes Texas Almanac. Stuart McGregor has completed editing the *Texas Almanac*. He has been almanac editor since 1925 and is associate editor of the editorial page on the *Dallas Morning News*. The new *Texas Almanac* contains 672 pages of facts and figures on 10,000 Texas subjects, including the state's history, politics, livestock, trade, transportation, finance and all other phases of the economy.



Sales Manager Named. Wesley R. Flinn of Grand Prairie has been named sales manager of the Burdick Furniture Manufacturing Company, 3400 Armstrong Avenue. Mr. Flinn has been district sales manager of the Falcon Manufacturing Company for the past two and a half years. During World War II he was purchasing agent for North American Aviation at Grand Prairie. He is a former city commissioner of Grand Prairie.

JOSEPH W. GEARY, JR., has resigned his position as assistant on the staff of the district attorney to enter private law practice at 817 Mercantile Bank Building.

DALLAS EXTERMINATING COMPANY

Complete Pest Control Service

"Good service gets business — Better service keeps it."

2416 Maple Avenue

Phone RAndolph 5796

JOYOUS CHRISTMAS ATMOSPHERE for STORES • HOTELS • BANKS • OFFICES MUSIC BY MUZAK

Call Us for Estimate on Christmas Music Installation
in Your Place of Business.

BUSINESS MUSIC INC.

318 Reserve Life Building

Phone RA-9257



Registered
U. S. Pat. Office

HOW LONG IS A TEXAS MILE?



As long as you choose to make it! By
auto, 80 seconds — by Trans-Texas
Airways twin-engine 21-passenger DC-3
Starliner, only 20-seconds!



20 Sec.

80 Sec.



Travel time-tested
Trans-Texas Airways

TRANS-TEXAS
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You can't measure the comfort and economy you'll enjoy on Trans-Texas Airways' fast, conveniently scheduled flights. Starliners serve more than 30 Texas cities and four border points with the finest air service — passenger, air mail and air freight.

Next time you plan a Texas trip . . . fly the route of the Starliners!

For information, call Trans-Texas Airways or your travel agent.

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CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

JU-9562



COMPETENT SCREENING
by
QUALIFIED PERSONNEL

OFFICE — SALES — TECHNICAL — NON-SKILLED

(All types of positions filled)

'PHONE RI-6114

Employment Service. "No Charge to Employer"

309-10 Lacy Building

1521 Commerce Street

Member Employment Board of Dallas

"Serving the Southwest over Forty Years"

HUNTER-HAYES CO.

ELEVATORS — PELLE MOTORSTAIRS

Commercial and Residence

Installation - Service - Repairs

DALLAS

HOUSTON

SAN ANTONIO



IT'S A FACT!

The first newspaper in Dallas was a weekly publication
that came to town on an ox-cart in 1849.

...AND IT'S ALSO TRUE

From a humble beginning, 26 years after the first newspaper hit
Dallas streets, Dallas Transfer has grown to a multi-service organi-
zation of outstanding importance to progress in the Southwest.
Dallas Transfer services include Office Moving, Business Records
Storage, Merchandise Distribution, Heavy Hauling, Machinery
Setting. "76 Years of Knowing How."

● Established 1875

CALL RA-7111

Dallas Transfer
AND TERMINAL
WAREHOUSE CO.

2ND UNIT SANTA FE BLDG.



G. K. Weatherred, Pres.

C. E. Bradley, Vice-Pres.

R. M. Waskom, Sec'y-Treas.

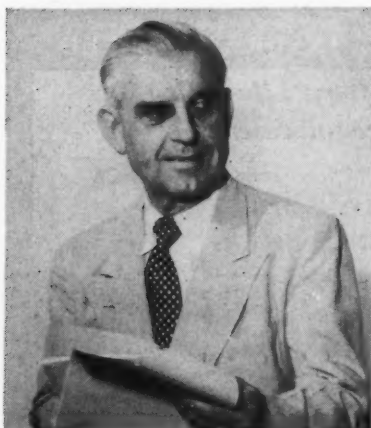


Named Advertising Director. L. C. Roberts has been appointed to succeed the late J. M. Floyd as advertising director of Lone Star Gas Company. Mr. Roberts joined Lone Star in 1933 after several years' experience in large Southwest department stores. In 1942 he was made advertising supervisor at Lone Star. He is a past president of the Dallas Advertising League and in 1945 was voted the League's most valuable member. He also has served on the Board of Directors of the Dallas Community Chest.



Elected Vice President. Wofford F. Humphries has joined the executive staff of Reserve Life Insurance Company as vice president. Mr. Humphries has been chief deputy of the North Carolina insurance department since 1942. He received his law degree from the University of North Carolina and practiced law for several years in Asheville, North Carolina. In 1940 he moved to Raleigh to become Director of Publications for the Department of State.

TOM HALEY has been promoted to the position of sales manager at Master Tank and Welding Company.



Rent Stabilizer Appointed. Russell S. Stephens, former Dallas regional housing expeditor, has been named associate regional director of the Office of Rent Stabilization. His appointment marks the return of a rent control director to Texas for the first time since control was legislated out of the state in October, 1949. A resident of Texas for 30 years, Mr. Stephens engaged in the manufacturing and distributing business before joining the federal rent program nine years ago. He has opened his Dallas office on the fifth floor of the Terminal Annex Building.



Ticket Agent Appointed. Ross H. Dinkins, formerly of Fort Worth, has been appointed City Passenger and Ticket Agent for Burlington Lines in Dallas. Mr. Dinkins is a native of Fort Worth and was educated in the schools there. In addition to considerable railroad experience, he has had a varied career in hotel and club work.

LOUIS G. CALDWELL ASSOCIATES, a new firm of interior designers and decorators for both residential and commercial projects, opened offices recently at 2603 Fairmount.

CORPORATE STOCKS AND BONDS MUNICIPAL BONDS

Bought • Sold • Quoted

DALLAS UNION SECURITIES COMPANY

Founded 1920

DALLAS, TEXAS

FORT WORTH, TEXAS

502 DALLAS NATIONAL BANK BLDG. • 1002 CONTINENTAL LIFE BLDG.

TELEPHONE: RI-9021; LD 504; TELETYPE DL 390 • TELEPHONE ED-1248

Formerly DALLAS UNION TRUST COMPANY

The wise old owl says:



"In order to be thankful today, prepare to be thankful tomorrow."

The Pilgrims gave thanks in November for all the blessings of the past year. The wise man of today is thankful for the past and also for the secure future provided through his insurance plan. Let a friendly trained Southland Life Representative help arrange your future now.

Your **SOUTHLAND LIFE** Representative is expertly trained to provide wise counsel on all phases of insurance.

Southland Life
INSURANCE COMPANY

W. C. McCORD, President Home Office, DALLAS
"Serving Since 1908"

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION



Named Branch Manager. Harvey C. Fischer has been named manager of the Dallas branch of Libby, McNeill & Libby, which is located at 425 Field Street. Before his transfer to Dallas, Mr. Fischer was manager of Libby's branch in St. Louis. He has been with the company for 25 years.



Will Head Architects. Herbert M. Tatum was named president of the Texas Society of Architects in an election at the close of the 14th annual T.S.A. convention at San Antonio last month. Jack M. Corgan was elected secretary-treasurer of the society.

GERARD L. SOELTER, secretary of Southwestern Life Insurance Company, has accepted appointment to a three-year term as a member of the educational council of the Life Office Management Institute.

CLARENCE R. LANCE and BILLY D. WALLACE have been elected assistant cashiers of Oak Lawn National Bank.

ROBERT S. BLAKE has been named by Charles R. Hadley Company, systems engineers of Los Angeles, as sales representative in their Dallas office.

NO MATTER YOUR LIFE INSURANCE NEED

*there's a Southwestern Life policy
to meet your requirements*

FAMILY PROTECTION • BUSINESS LIFE INSURANCE
GROUP LIFE INSURANCE
ANNUITIES • PENSION PLANS

Southwestern Life
Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS

Viking trucks keep rolling

Every Viking road unit is thoroughly checked, inspected and tested for mechanical efficiency after each trip... whether servicing is required or not. That prevents road trouble and delays and enables us to maintain "clock-timed" schedules.



Direct Service to . . .

CHICAGO, DAYTON,
INDIANAPOLIS, ST. LOUIS,
TULSA, OKLAHOMA CITY
SOUTHERN ILLINOIS



23 years of constantly improved
MOTOR FREIGHT SERVICE

VIKING FREIGHT COMPANY

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"Serving Dallas for Over 40 Years"

BUILDING MATERIALS FOR INDUSTRY AND HOME

- UNIQUE SASH BALANCES
- BUILDERS' HARDWARE
- PAINT and MOULDINGS
- MECHANICS' TOOLS
- LUMBER and SHINGLES
- LIME and CEMENT
- SASH and DOORS
- WALLPAPER



We Have Only the One Location



**AIRCO
ACCURACY...**

PRECISION ... OPERATING ECONOMY

designed into the all new

AIRCO NO. 50 TRAVOGRAPH

GAS CUTTING MACHINE

Airco's NEW No. 50 Travograph is a rugged, all-welded gas cutting machine. Its massive, long-lived design is engineered to give fingertip sensitivity to all production operations. Used as a basic tool for multi-torch shape cutting, squaring or beveling, its outstanding accuracy slashes reject loss and working costs to a minimum.

Today's most modern production tool, the rugged new Airco No. 50 Travograph precision-cuts steel—light plates, heavy slabs, billets, forgings—to close tolerances. Here are the reasons for its remarkable exactness . . . the "why" it guarantees faithful reproduction.

1. All-welded construction provides a combination of ruggedness, resistance to vibration, and precision operation.
2. Rigidity built into the torch-bearing pantograph arms enables the torch bar to support a uniform load of 500 lbs!
3. Perfectly-balanced when properly set on 16' rolls.
4. Ball bearings in the hinge joints make it extremely smooth operating.

For greatest operating flexibility, the new No. 50 Travograph can be equipped with three distinctly different tracing devices—manual, magnetic, or the full-automatic "Electronic Bloodhound". The "Electronic Bloodhound" needs only an outline drawing or silhouette to cut the most intricate shapes smoothly, sharply, quickly . . . and with extreme accuracy.

If your production line requires quantity flame shaping operations . . . and if close precision cutting would lower your finish-machining costs . . . it will pay you to investigate Airco's new No. 50 Travograph. For complete information write your nearest Airco office for the new catalog just coming off the press.



AIR REDUCTION MAGNOLIA COMPANY

A Division of Air Reduction Company, Incorporated

Beaumont • Corpus Christi • Dallas • El Paso • Fort Worth • Hobbs
Houston • Oklahoma City • San Antonio • Shreveport • Tulsa • Wichita Falls

Southwestern Headquarters for Oxygen, Acetylene and Other Gases . . . Carbide . . . Gas Welding and Cutting Machines, Apparatus and Supplies . . . Arc Welders, Electrodes and Accessories



The Salesman who produces results and the Advertiser who uses DALLAS for his Sales Message—go directly to the Point of Decision.

Sales Executives who use DALLAS know that it is read every month by Key Executives who do the major business buying in the Dallas Area.

DALLAS has no elaborate charts on readers in Lower Manhattan or North Zulch. Its reader impact is at the Point of Decision in Dallas.

DALLAS is the cheapest, simplest and most effective magazine to reach every segment of Dallas Business—at the Point of Decision.

DALLAS

Business Magazine of
America's Number One
Region of Opportunity.

Call

PRospect 8451

For Rates and Information

TOM McHALE
Advertising Manager

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| Agency—Ayres Compton Associates, Advertising | | SOUTHLAND LIFE INSURANCE COMPANY | 55 |
| DALLAS REAL ESTATE BOARD | 30 | Agency—Grant Advertising, Inc. | |
| DALLAS TRANSFER & TERMINAL WAREHOUSE COMPANY | 54 | SOUTHLAND SUPPLY COMPANY | 43 |
| Agency—Winsett, Gidley and Darley | | Agency—Melton Advertising Agency | |
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| EVANS EMPLOYMENT SERVICE | 38 | Agency—Grant Advertising, Inc. | |
| S. L. EWING COMPANY | 37 | TEXAS BITULITHIC COMPANY | 44 |
| FEATHERLITE CORPORATION | 2 | Agency—R. J. Burke Advertising, Inc. | |
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| Agency—Rogers and Smith Advertising Agency | | Agency—Ira E. Delernett Advertising Agency | |
| FORREST AND COTTON, CONSULTING ENGINEERS | 37 | TEXAS ENGINEERING & MANUFACTURING COMPANY | 15 |
| GAYLORD CONTAINER CORPORATION | 49 | Agency—J. B. Taylor, Inc., Advertising | |
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| HINTON & LOCKE, INC. | 38 | TRANS-TEXAS AIRWAYS | 53 |
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| Agency—John Peyton Dewey | | VIKING FREIGHT COMPANY | 56 |
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| Agency—Ray Beall Advertising | | WAMIX, INC. | 42 |
| RUSS JURGENS ADVERTISING | 37 | Agency—J. B. Taylor, Inc., Advertising | |
| BEN E. KEITH COMPANY | 45 | WIENER LUMBER COMPANY | 47 |
| Agency—Garrett Advertising Agency, Fort Worth | | JAMES K. WILSON COMPANY | 50 |



Dallas PIONEERS

Established

1869 Padgitt Bros.
Company

Leather Goods—
Wholesale and Retail

1872 E. M. Kahn
& Co.

Dallas' Oldest Retail Store.
Apparel shops for men, women
and boys.

1872 Dallas Railway
& Terminal Co.

Street Railway

1872 Huey & Philp
Hardware Co.

Wholesale Hardware

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran

Insurance General Agents

1876 Fakes &
Company

Home Furnishings

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1890 William S.
Henson, Inc.

Advertising Printing



MULES provided motive power for Dallas' early day transit system as depicted in the above artist's sketch.* In 1871, just 80 years ago, Dallas' first transit company was incorporated and service began over a route that extended one and a fourth miles. By 1891, mules had been replaced by electrically powered cars in regular service, and in 1902 air brakes were standard equipment in "luxury cars." Just 25 years ago, in 1926, limited motor bus operation began. This year marks the eightieth anniversary of mass transit in Dallas—and the Dallas Railway and Terminal Company under W. O. Burns as president operates fleets of electric trolley buses, gasoline buses and modern street cars to provide Dallas a mass transportation system that is one of the most efficient in the nation.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand,
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller.

1893 Fleming &
Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere
Plow Company

Agricultural Implements

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied
Lines, and Inland Marine
Insurance

1903 First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1907 Tennessee
Dairies, Inc.

Gold Seal Dairy Products

1911 W. W. Overton
& Co.

Food Brokers

1912 Stewart Office
Supply Company

Stationers—Office Outfitters

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance



Returned to POLICYHOLDERS

The Texas Employers' Insurance Association has saved and returned to policyholders \$29,599,234 in the form of Dividends and Guaranteed Cost Discounts, through 1950.

Most of these savings have been made possible by the Association's low operating expense, which has averaged about one-half the expense ratio allowed in the Texas Workmen's Compensation rates. Other savings were made possible through Safety Engineering. Association Safety Engineers have worked with employers to help them reduce accidents and thereby earn larger dividends.

More than seven thousand Texas firms are enjoying the savings and specialized service afforded by the Texas Employers' Insurance Association. Are you? If not, call or write the Association office nearest you.

OTHER COVERAGES
Texas firms and individuals with preferred-type risks are offered the same **DIRECT SERVICE**, plus a **SAVING** on **FIRE • AUTOMOBILE • LIABILITY CARGO** and other **ALL-RISK** lines
by
EMPLOYERS CASUALTY CO.
A Participating Stock Company
Companion to the Association

Largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas

HOMER R. MITCHELL, *Chairman of the Board*

A. F. ALLEN, *President*

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO
FORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • LUFKIN • MIDLAND
PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS



Floodlighting

**keeps your business
before the public eye . .**

Planned floodlighting makes a positive impression on the public mind. It invites prospective patrons to stop and buy . . . reminds old customers you want to serve them again . . . impresses newcomers with your progressive methods. Businesses large and small are using cheap electricity and modern lighting to gain public attention and confidence.

Our experienced lighting engineers will gladly help you with a modern lighting plan—at no charge or obligation. Just call RAndolph 9321—Station 368.



ALLAS POWER & LIGHT COMPANY

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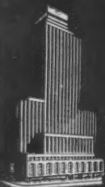
**"We Do ALL
OUR BANKING
from
Our Trucks**

JOE L. NUTT CO.



IN THE MERCANTILE DRIVE-IN"

As East Texas distributors for Tom's Toasted Peanuts and Candy, Joe L. Nutt & Co., 2001 Levee Street, operate a fleet of "stores on wheels" making deliveries to retail stores and handling the proceeds from vending machines. As these coins are bulky and heavy to transfer Mr. Nutt tells us that his firm particularly appreciates the safety and convenience of banking from their trucks. They use the Drive-in-Deposit service three or four times each week, pick up payrolls and praise both the accuracy and courtesy of the Drive-in tellers. Have you tried this time-saving method of banking from your car?



MERCANTILE NATIONAL BANK

at Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

NOVEMBER, 1951

